

# THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

Volume XIX, No. 7

July, 1939

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SUBSCRIPTION PRICE: ONE YEAR, \$3.00  
TWO YEARS, \$5.00. PER COPY, 50c

Entered as Second Class Matter at the Post Office  
at Pontiac, Illinois, under the act of March 3, 1879.  
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PUBLISHED MONTHLY ON THE 15TH BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

Publishers of

THE MANUFACTURING CONFECTIONER - CANDY PACKAGING - THE CONFECTIONERY BUYERS DIRECTORY

Publication Office: Pontiac, Illinois

Executive Office  
400 West Madison St. (Daily News Bldg.)  
Chicago, Illinois. Telephone Franklin 6369



Eastern Office  
71 West 23rd St., New York City, N. Y.  
Telephone . . . Gramercy 5-5958

for July, 1939

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# THE MANUFACTURING CONFECTIONER



## Increased Efficiency Important In TODAY'S OPERATING PROFITS

By A. T. EYMAN

Industrial Engineer,  
Chicago, Illinois

**T**ODAY'S profits in confectionery production will not come from lower material costs, nor will they come from lower labor costs. Despite the drift of present economic trends, materials and labor costs have dropped very little during the past ten years. Almost invariably both have increased, particularly in the latter case where Federal and state legislation have set a definite ceiling on hours and a floor on wages. For the manufacturer, then, the only outlook for profit comes from the one source of increased operating efficiency.

Too many manufacturers, suffering from low production schedules, feel that the answer to all their troubles lies simply and entirely in increased volume. "When we get back to the days of mass production," they sigh, "we'll be all set again."

Maybe they will and maybe they won't. Some manufacturers have already increased their production to mass proportions on the theory that thus they might get lower cost and that the goods so produced would somehow be moved by exertion of extra pressure on the sales force. In a case or two where market conditions happened to be exactly right, these manufacturers were actually successful in moving this extra production, but in most cases mass-production-minded companies discovered that they did not automatically get lower costs, for redoubling of sales effort also increased cost

on this end of the business and largely dissipated savings made as a result of mass production.

Lower costs will not come by themselves. Where a plant is tuned to economical manufacture at low production levels, sudden increases usually involve so many unforeseen factors that the higher costs entailed in speeding up production usually offset the savings due to greater volume.

### **Public Demands Better Quality at Lower Price**

Today many concerns are not only facing higher manufacturing costs, but they are also discovering that their customers demand higher standards of quality than ever before. This is particularly true in the food industries where the voice of the customer has finally been converted into the law of the land through the New Food, Drug and Cosmetic Act. People today are buying more critically. Every article is examined to make sure that the greatest value for the money is being received. Yesterday's quality standards become as dead as the dodo with the dawn of each new day.

Without question, then, the objective of every plant today must be a better product, at lower cost, and at the right time.

In the hope of answering this problem, manufac-

turers have instituted motion economy programs, but a motion economy program all by itself cannot attain the objective completely. It is true, there is no waste of any kind in the world which equals the waste resulting from needless, ill-directed and ineffective motions; and because this is true, there is no industrial opportunity that offers a richer return than the transformation of this ill-directed and ineffective motion into efficient activity.

More progressive companies have been using scientific management for some time. They brought into their organization, or trained from their own personnel, men of the intellectual caliber necessary to operate an organization efficiently according to the newer concepts of economical operation. The depression and recession period have changed methods somewhat, however, for some of them have been proved inadequate during the slow years, and technique has changed. Many of these manufacturers are now faced with problems which their supervisory personnel is not capable of handling—not necessarily for lack of brains or willingness, but simply because today's problems must be met and solved in terms of today's conditions.

Management has two methods of meeting these new conditions. One is to employ people specifically trained and proficient in scientific management, and the other is to call in outside counsel to formulate simple and practical plans which will give the necessary methods and data that will enable sales, production, and other executives to see how and when they can increase earnings and effect savings.

### ***Motion Loss Large Factor in Production Cost***

Recently it was stated by a man high in the ranks of scientific management counsel that "at least 30 per cent of the average industrial worker's motions are waste motions." This may sound high, but my own personal experience in plants where motion economy programs have been instituted has been that this estimate is very conservative. In order that you may understand the line of reasoning used in arriving at the conclusions set forth herein, let us examine a confectionery manufacturer who recently faced the problem of eliminating waste and cutting down expense in order to remain solvent. For obvious reasons this manufacturer's name must be withheld.

It must be emphasized here that our program was not limited to motion study alone. In fact, it subjected every function of management to a searching inquiry in order to learn the one best method of correcting conditions. We recognized the fact that waste of time, waste of energy, and waste of material are often responsible for the difference between profit and loss.

Let us go over this investigation just as though you and I were making it together, today. You and I are going to set out to discover practical methods for eliminating these wastes. Therefore, during our investigations, we must be strictly unbiased and impersonal. We must take facts as we find them. We will examine sales and administrative expenses, accounting and cost methods, labor, inventories, and other cost elements. In addition, we must consider the influence on profit of the company's policies, personnel, formulae, plant location, nature of business, etc.

We examine, first, the balance sheets covering the past five years of operation. Our investigation shows a shrinkage of assets of 32 per cent. It further dis-

closes a) over-investment in receivables, and b) insufficient capital.

Next, we check up on the function of the management which actually executes or carries out the objectives of the company. We come first to organization, and here we find that the chief executive's desk is the clearing house for all office routine, manufacturing processes, and sales problems. Our investigation discloses many irregularities which would not exist if less time were devoted to the details of business and more interest were displayed in the ability of subordinates. Our conclusion, after careful consideration, is that a general shake-up within the organization would be to the best interests of the company and its chief executive. We recommend this.

### ***Too Much Detail For Top Executive***

Further, in our check-up on management functions, we come to the general office, and just a cursory investigation shows us why it has been necessary for the top executive to assume the duties of office manager. General accounting is all right. The accuracy of the books are indisputable, and the records are carefully kept. But we find that posting is not kept up-to-date. The accounting system could not be classed as a means for controlling the work of a business or any of its departments, and the bookkeeper is not thoroughly trained in the operation, supervision and analysis of accounts. Since accurate policy determination is so dependent upon recorded facts which are complete, reliable and immediately available, all accounting and statistical reports coming to the chief executive should have some bearing upon future considerations. Forecast of such consideration can only be made if the accounting records are accurate and adequate. Our conclusion in this particular plant is that the accounting system must be overhauled generally.

We now spend considerable time in the examination of cost methods. We find no uniform cost system, but the present cost-finding amounts practically to guessing. Overhead expenses are distributed and not controlled, which indicates at least a 20% possible savings on this item alone. Our analysis of manufacturing operations also clearly shows that under a system of standard costs and flexible budgets, the control of overhead will be achieved, definitely. We recommend this.

Now we look at purchasing. Most of the purchases are made, we find, by the president, due to the financial condition of the company, and are very limited as to quantities purchased. As a result, not sufficient supplies are kept on hand to keep production going steadily. Here we discover one source of considerable lost motion. In this connection, also, we find that there is no control over raw materials and supplies. They are stored all over the factory and not in a central location. No care is exercised in determining the proper location (another source of lost motion), nor is provision made to protect the materials from deterioration or pilfering. Raw materials and supplies are dipped into by each worker after a haphazard guess at the amount needed. The store-room records offer no control for amounts, etc.

In our examination of the sales department, we find

there are more orders on hand than can be filled. We find sales methods in conformity with sound sales practices. We keep this in mind for later use.

### **Superintendent Should Not Do Odd-Jobs**

Having completed our investigation of the general office, we now take a look into the factory organization. We are favorably impressed with the practical ability of the superintendent and his general knowledge of the confectionery manufacturing business. However, as he is required to spend considerable time at odd jobs, we learn that he is unable to devote as much time as he should to general supervision. As a result, there is considerable lost motion in the various processing operations. While we do not condone "simon legree" methods, we do believe in general discipline, and having the superintendent act as general handy man reduces the effectiveness of supervision to practically zero. We appraise factory supervision as poor, and workmanship, poor. There is a general lack of *esprit de corps* throughout the factory personnel, and it is our further conclusion that this condition is the cause for a large percentage of spoilage and poorly-manufactured goods.

During our investigation of sales and sales methods, we learned there were more orders on hand than could be filled. With this forewarning, we are not surprised to find lack of proper production planning and scheduling. Probably the greatest reduction in lost motion can be achieved through proper planning and scheduling. When production is divided into separate operations, we must obtain co-ordination of planning and scheduling methods by picturing ahead every step in the series of steps, each operation to be of maximum efficiency and each step so indicated that routine arrangements suffice to cause it to happen at the right time and in the right place, and by working out the best combination of procedures through co-ordination of the faculties. Thus, shipping dates will be met and production control will begin to show operating profit.

We find shipping methods sound. There is considerable lost motion in filling order, trucking and loading, however. One obvious bad practice is that of breaking into cartons to complete an order. We condemn this practice as expensive and inefficient.

Having completed our examination of the entire plant, we are ready to present our findings. First, we learn there is a total motion loss of 42 per cent. Assuming that direct and indirect payroll in the factory is \$200,000 per year, our recommendations for tightening up and control will result in a saving of approximately \$8,400 in labor alone. By control we show a further saving in material, power, maintenance and other variable and semi-variable expenses of an additional 20 per cent of the cost. Further, we have given the chief executive and his subordinates a plan whereby these same improvements can be carried on day by day, with resultant continuous savings.

In our plan for the future of this organization, there will be no room for weak, unprogressive, or spiritless employees or executives. The successful plant of the future will be organized with almost military precision, where those in supervisory positions know what they want and how to get it, and where the subordinates are applying themselves individually to the achievement of the one ideal which permeates the entire organization—better merchandise at lower cost.

for July, 1939

### **CHICAGO PRODUCTION CLUB HOLDS "STAG" AT CLINTON**

At the invitation of the Clinton Company, Clinton, Iowa, members and friends of the Chicago Candy Production Club spent the week-end of June 9-11, on the Clinton Company's houseboat. Twenty-five persons made the trip. The party met at St. Charles, Ill., and motored from there to Grand Tour, Ill., where a stop was made for dinner at the Colonial Inn. After dinner the party proceeded directly to the houseboat at Clinton. On Saturday following luncheon at the Clinton Country Club, a golf tournament was held which was also participated in by members of the Clinton company's sales and technical staff. Among the winners were Eddie Holmes of White-Stokes, who won a .22 repeating rifle, and Bob Moench of Haug & Company, who won a golf bag. Low gross scores of 72 and 82 respectively were posted by Verne Waldorf of the Clinton Company and Bob Framberg, one of the "visiting firemen."

Later the party returned to the houseboat for dinner and entertainment by Harold Kelly, a magician, and George Corson, both members of the Clinton Company's staff. Arrangements for the party were made by Walter Krafft, Chicago representative of the Clinton Company, and the Club's officers, G. A. Eddington, president; George Olson, vice president; John Clark, treasurer; and Richard Savage, secretary. At the week-end party, the club also completed final arrangements for its 9th annual Golf Tournament to be held at the Kildeer Country Club, August 10.

The following members of the Production Club and friends attended the party at Clinton: John Clark, G. A. Eddington, G. W. Eddington, Alex Fisher, Bob Framberg, Geo. Goebel, Bert Hefferman, Howard Ihrig, Walter Krafft, Bob Moench, Geo. Olsen, Frank Polzin, R. N. Rolleston, Richard Savage, Max Schwartz, Fred Streit, Bob Thurber, Geo. Urban, Walter Wetterer, Walter Whitehead, Ernie Woolard, Ed. Holmes, Bob McClelland, Lloyd Laten and Jake Kuhlman.

### **CHICAGO CANDY SHOW TO BE HELD IN AUGUST**

The Second Annual Chicago Candy Show will be held at the Sherman Hotel, Chicago, from August 29 to September 1, according to announcements recently mailed out to the trade by the Committee of the Chicago Candy Club, under whose sponsorship the Show is put on. The brochure indicates that many of the manufacturers who took part last year have already signed up for this year's Show. The Committee is headed by Arthur L. Waldner, chairman; Edwin V. Zeddies, vice chairman; and includes: R. E. Fairman, G. W. Gronberg, S. Z. Hoffmann, J. A. Kenworth, Les Netterstron, Edward Ossowski, Walter A. Rau.

Cook Chocolate Company, Chicago, was recently purchased by Edmond Opler, formerly president of E. and A. Opler, Inc., and more recently vice president of Siren Mills, Inc. Mr. Opler became president of the Cook Chocolate Company; Edward Flynn is vice president in charge of sales, and J. P. McKinney, secretary. The Cook Chocolate Company was a part of the Siren Mills set-up which was recently purchased by Lamont, Corliss & Co., New York.

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# THAT REMINDS ME—

By "Q"

"WE SEEM to have started something," as an apparently unsophisticated young lady said to her boy-friend in our hearing; which reminded us that something besides standards for our Industry's products is being considered by the bureaucrats at Washington, that is not unconnected with the subject of our last article but that is stirring a number of undesirable elements on our sidelines.

It appears that there is very considerable concern being felt about the sanitary conditions of Chocolate and Candy factories since that most unpleasant episode in Brooklyn last year. Following this concern, "The United States' attorney," situated in various parts of the country,—particularly in the south—galvanized himself (in the plural) into seizing and condemning (with every justification according to the reports) many consignments of candy in the late part of 1938. The names of the firms published, whose goods were condemned, ran into about 65 in number and included some of the best, most reliable and reputable in America. Added to this again apparently stupendous fact, each and every condemned consignment was described as "The article was alleged to be adulterated in that it consisted wholly or in part of a filthy vegetable substance." On the face of it, could anything be more horrible or loathsome for any consumer to imagine? Yet what is the truth of this matter which, because of the fear, reluctance or inability of any body with the interests of the Industry presumably at heart, to meet, is not only causing totally unnecessary dread in the minds of housewives (as we shall presently see) but luring into so rich a field of inquiry unofficial inspectors, snoopers and scandal-mongers who will do an infinite amount of harm to the Candy-trade?

If we take the cases of these 60 odd and unfortunate firms with officially condemned goods at the end of last year, it will be found that the consignments were shipped usually between January and April, 1938, remained unsold through the hot southern summer, and were found unfit for consumption not earlier than mid-August, mostly in September

and October. Anyone who knows how perishable such products as chocolate-coated candies, in particular, are, and how difficult it is to keep in satisfactory condition any perishable foodstuff in southern summers, unless specially or ideally stored, will realize that the condemnation of these maltreated perishables is *no reflection whatever on the manufacturer of the candies or on his factory*. The only condemnation possible is that the manufacturer was foolish enough not to have insisted upon the jobber or the store who purchased the goods having at least tolerable storage-conditions. It is, perhaps, worth noting here that the N.C.A.'s contribution to this problem, reaffirmed in Chicago at this year's Convention, deals only with the "Returned Goods Policy" which defines when credit shall or shall not be allowed, though there is an implied warning to "buyers" in the one heading "When not due to Manufacturing Defects" and again in item III which states "In no case shall credit or replacement be granted beyond six (6) months from the date of shipment of the candy." But it is "credit" and not "edibility" that is treated in this Policy.

\* \* \*

What was the condition of these condemned goods? We do not know definitely, but, from experience with a hundred similar cases, it may be safely assumed that there was mould present (the "filthy vegetable substance") and, in some cases, insects which are more often exterior contamination than interior, though nutmeats, unless specially treated, are seldom free from this danger in time. The official description, read it how you will, is a harsh and misleading statement of fact to the uninitiated, if, indeed, the contamination arose solely from these causes, since manufacturers of candy, however scrupulous outside the complete sterilization of their factories, cannot be held responsible for development of mould or contamination by insects within packages that contained perfect goods when they left the factory but deteriorated later when kept in hot, damp conditions for an unduly long time.

In this connection it is not generally known that the word "adulter-

ated" used by the Food and Drug Authorities, and as here applied, is, in actual fact, a grievous case of misbranding, escaping censure only because sanctioned or provided for in various statutes regulating the sale of food, drugs and liquor. No housewife, we are sure, is aware of this fact, yet, as we shall see later, this ignorance is capitalized by some unprincipled purveyors of confidential advice to housewives through such media as "Consumers' Guides." Let us consult Webster on this matter, who states—"Various statutes regulating the sale of food, drugs and liquors have provided that articles shall be deemed to be adulterated under various conditions *not involving the addition of any spurious article, which the word strictly implies*, as in case of: . . . presence of disease, infection or taint in the substance or its source . . ." How easy, then, it is to make capital against any Food Industry out of this little-known abuse of the word "adulteration" or of the standard formula "filthy vegetable substance" used to describe putrifying vegetable matter if incorporated in the making of a foodstuff as well as to a mould arising on a food-product that left the factory in perfect condition but had deteriorated through time, heat and dampness.

Taking advantage of this state of ignorance, one of the Consumers' Guides described in one paragraph, with all the horrible details, the genuinely unpleasant Brooklyn case and then proceeded in the next to state that evidently this was no isolated instance since a large number of other manufacturers had recently been caught and their goods seized and condemned, including "X and Y" (two fine, outstandingly reputable firms among many). The latter cases, prejudicially named, were among those which reflected in no way upon the sanitary conditions of the factories but were purely examples of deterioration that any foodstuff might undergo under hot, damp conditions with time. Yet the implication was that all the cases were identical whereas there existed no comparison whatever either in the minds of the government-inspectors or to the knowledge of anyone in the Candy Industry.

It should be noted that the consignments seized and condemned by the government-inspectors were, in any case, unsaleable because they could scarcely have been sold even to the most unintelligent person, or, if sold, would certainly not have been consumed even by a moron

and that the conscientious candy manufacturer would automatically and without question have had them destroyed in due course—for similar spoilage is no new thing to him—whether or not the discovery of their existence by the inspectors had occurred. Such spoilage and destruction of spoiled goods are perfectly well recognized and all too-large losses in the Industry, and the N.C.A.'s repetition of their Returned Goods Policy is merely the expression that the manufacturer is not prepared to bear the financial loss when such spoilage arises from unduly old or improperly treated candies after sale to the consumer when those candies left his factory in perfect condition. That there exist some unscrupulous manufacturers who might endeavor to salvage spoiled goods, or others who might purchase them for 'renovating,' retreatment and sale is a possibility far more dangerous to the Industry than to the consumer, and is one that cannot be overlooked since cases have been known to occur. But, except in very rare instances, manufacturers value their reputations too highly to permit such risks to be run, and they insist upon the destruction of spoiled goods

\* \* \*

For some reason of other, American housewives seem to be easy marks for those professing to serve them either by issuing seals, certificates, medals and confidential advice or speaking in the name of a wooden dummy or through the tunes of troubadours. Apparently no housewife can think for herself or, after having tried this ice-box, that mattress or somebody's candies, is capable of saying whether she likes them or thinks she has got her money's worth. This unsanitary Candy-campaign which, of course, will be put on as a "Protect your health" stunt or "Don't eat candy without seeing our

certificate" is taking advantage of that weakness and is as serious a thing for the Candy Industry, if it gets going, as is unchecked misrepresentation of fact, for these "advisers" influence thousands of women in this country. And it is serious *not* because the Industry as a whole need fear even the closest inspection but because the organizers of these campaigns and their inspectors may be untrained and inexperienced in the making of the products they are supposed to be evaluating, and they will publish (as did the Consumers' Guide) what *they* want published, safe in the knowledge that the housewife can't and won't query their statements. Laboratory tests upon the product and one factory-inspection each year, for example, must certainly provide most misleading results, scarcely justifying authoritative recommendation or damnation.

For our own part, *we strongly advocate the strictest sanitation in all factories*—and there is none that cannot be improved. But, before going crazy on the subject, it would be interesting to hear of one single case of sickness proved to have occurred from a candy made in the dirtiest of factories. All of which does not mean that the Industry should not look to its laurels and try its utmost to keep them fresh and unsullied; and, since we are capable of doing so, why is it left to the aphids, flies, sometimes called "plant-lice," to wilt them?

\* \* \*

In the next year or so, we are going to hear a lot about "bacteria-count" in factory-made chocolates and candies, which sounds impressive but which means as little or as much as if a similar examination were made of a home-made cake or fudge. Since the rumor that there are pernicious bacteria lurking on the oily surface of nuts we have refrained

from eating walnuts that we love so much even when cracked and handed to us by our goddess wife. One thing is, however, certain and that is that when we travel in the United States in the future we shall consider taking an official taster with us, whose duty it will be to sample everything before we touch it—a reversion to the practice of medieval royalty for which we have not found the necessity hitherto during an active, wandering life in any part of the Earth. Presumably, in fairness to the rest of creation, we should broadcast the dangers to life if foodstuffs, manufactured in the United States, are consumed without an attached insurance-policy, a round, square or diamond-shaped seal, a certificate of safety and a declaration of bacteria-count. But we prefer to think that the people will be wise enough to take all this unsavoury publicity, perpetrated by some unscrupulous publishers, with that grain of salt that has proved so excellent a bactericide in the past.

Nothing should please the Industry more than to have Federal and State Inspectors stop malpractices, because that is in their interests, but nothing is more unjust or prejudicial to manufacturer and consumer alike than to suffer in silence improper publicity in cases of rare malfeasance or of condemned spoiled goods at the hands of scare-mongers and other unbalanced, unauthorized and unethical busy-bodies seeking their own ends under the virtuously professed, but usually specious name of "consumer-protectors." But where the carcass is there will the eagles be gathered together *and* the blowflies and the hyenas. Any kind of stink will draw the birds-of-prey, the parasites and pariahs into the open—it is their life and their means of living, which, however, does not justify toleration of them among decent men.

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**ISO-VIS MOTOR OIL**  
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# CANDY EXHIBITS AT SAN FRANCISCO'S FAIR

By ZOE A. BATTU

Editorial Staff  
THE MANUFACTURING CONFECTIONER

AT THIS writing more than 5,000,000 people have passed through the gates of San Francisco's Golden Gate International Exposition. Some have been interested in one thing, some in another. Students of serious subjects may neglect the frivolous attractions. The followers of frivolous attractions may pass up serious subjects. But both of them are interested in candy, and though there are no figures on the point, it seems safe to say that sooner or later everybody gets around to the Foods and Beverages Building where the candy exhibits are centered. It's one building on the island that is always well crowded.

Most likely the first thing to take the visitor's eye is the Planters Peanut Man. In shiny top hat, monocle, spats and cane he performs the three-way service of dramatizing his company's trade mark, focusing attention on the exhibit, and getting over the idea that the Planters Company does things to peanuts that somehow make them different and better than peanuts you feed to yourself, to the monkeys and elephants at the zoo. This latter idea the exhibit itself develops with a miniature moving picture that shows how carefully the company's products are graded, roasted, salted and packed in tins and cellophane bags to preserve their freshness, to make them acceptable fare for cocktail parties, and to become the backbone of bars and brittle with that toasted nut taste.

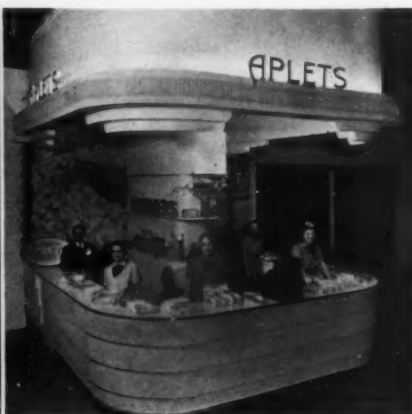
In San Francisco and Western markets aplets, made from Washington apples, and cotlets, made from California apricots, from formulas perfected by the Liberty Orchard Company, Cashmere, Washington, are surprisingly popular confections. With their natural fruit flavors, smooth texture, and the top quality walnuts used

in them they are the most appetizing fruit base candy available. Nothing in the San Francisco exhibit shows how the products are made, an oversight which may be an asset since it invariably leads Fair patrons into conversation with the attendants. The girls are as busy answering questions as they are passing out samples, taking in nickels, and writing orders for boxes to be sent to the "folks back home."

For its exhibit See's Candy Company operates a miniature replica of its familiar white stores with black trim. Beginning some years ago in Pasadena, the concern has grown to the point where it now has 50 stores in Northern and Southern California. The exposition shop carries a complete line of the company's chocolates, jellies, brittles and home-made goods, priced at 50 cents the pound, features small sample packs and bars which find ready sale among candy hungry fair patrons.

In the Lyons-Magnus exhibit the company's glace fruits divide honors with its line of liqueurs and cordials. The fruit, however, dominates the exhibit by volume, by variety shown in its display, and by the fact that the indirect lighting gives it a striking transparency and glow—an effect that is, unfortunately, lost in the accompanying illustration. A movie showing the making of glace fruit completes the exhibit.

For its exhibit in the Panama Pacific Exposition, in 1915, D. Ghirardelli Company had painted several large canvasses, portraying harvesting and drying of cocoa beans. The artist recreated the spirit of the tropical countries, the people and the work so graphically and picturesquely that the paintings attracted wide attention. When the 1915 Fair was over, the company rolled them up and stored them away. For the 1939 Fair they got



Left—Close-Up of Grinding and Mixing Machine in Ghirardelli's Model Factory Where Visitors May See Cocoa Beans Converted into Chocolate Coating. Right—Liberty Orchard Company, Cashmere, Wash., Sells "Aplets" and "Cotlets" from Its San Francisco Fair Booth



Above—General Exterior View of the D. Ghirardelli Company's Building at the San Francisco Fair. Center—See's Miniature Shop at the Golden Gate International Exposition, Showing Throngs of Visitors on Opening Day. Below—Lyons-Magnus Exhibit Featuring the Company's Line of Glace Fruit

them out again, dusted them off and decided to put up a building of their own to hang them in. This expense is justified, for the return engagement of the paintings is as successful as their first appearance. To take up the story where they leave off, a model processing plant, complete with grinding and mixing machines, converts real cocoa beans into coatings.

In the model plant a counter retails Ghirardelli bars at five cents each. Adjoining the plant a refreshment room serves chocolate at 15 cents the cup. The difference in price may have a lot to do with the fact that the bar counter shows a profit that writes off some of the loss of the refreshment room. But the more likely explanation seems to be simply that people prefer eating their chocolate to drinking it.

## INCREASING SHELF-LIFE OF CHEWY CANDIES

By E. P. VAN HUET

Factory Demonstrator  
London, England

**M**ANUFACTURERS of chewy candies have seasonal problems. In hot seasons or tropical climates the candy becomes soft and sticky, very often with a greasy film forming on the outside, which deteriorates and makes the candy unsalable. Chemists have experimented with various materials to overcome this trouble, with only partial success. Gelatine which is the logical material to increase shelf-life of soft candies has been found difficult to use and usually results in frequent batches of a tough candy not acceptable to the consumer.

About 12 years ago a European chemist created a material composed of gelatine and sugar which he called "Supros." This was so blended as to have a uniform consistency and to be easily adapted to different formulae for making chewy candies.

Gelatine, whether in sheets, crushed, or in powder form, must be prepared by dissolving in hot or cold water, which entails extra labor and also accounts for lack of uniformity of the mixture. The new material introduced into the candy—in varying percentages according to the results desired—gives a uniform production and provides the necessary colloid which makes the candy less sticky, easier to handle, and gives longer shelf-life in all climates. Samples of candies treated with this new substance have been kept as long as nine years without showing any fatal grain. However, when the new material is incorporated in the product, a certain amount of grain is essential, but the peculiarity is that this grain will not develop any further, being arrested by the supros compound.

Fat dissolved in the batches will not seep through; however, a vegetable fat of at least 90° melting point must be used in order to obtain a smooth and easy cut product for either cutting or plastic cutting machines. The new material cannot be used in high boils or hard candy, but it is an important component in salt water taffy, caramels, toffee, nougat and all fancy candies, layers, and centers for dipping, which require a chewy texture. While it may be used as an ingredient in all chewy candies, its characteristics are best determined by following the standard formulae, which can be obtained upon request from the author. American manufacturers are indicating an interest in this new material for use in lines already established and also with the view of creating new items. At present this material is manufactured in England only, by the Crystal Confectionery Co., Ltd., and is being distributed in this country by Wesley Block & Co., New York City. However, it is planned to begin production in the United States if and when a sufficient demand for "supros" has been built up.

The plant of the Schreiber Candy Co., Scranton, Pa., is being enlarged and renovated. In addition to installation of air conditioning in part of the plant, several other new units of equipment for making suckers, a vacuum cooker, a starch mogul and automatic chocolate decorator are being installed. Work is expected to be completed by September 1.

# AIR CONDITIONING AND REFRIGERATION

By **ROBERT P. RASMUSSEN\***

Economy Equipment Company  
Chicago, Illinois

**A**IR conditioning and refrigeration, while really separate and distinct industries, are very closely related in their application to the candy plant. It is hard to say where one ends and the other begins. Refrigeration is required on all air conditioning applications where mechanical cooling is required, and that happens to about 98% of all work in the candy plant during the cooling season. Just as there are very few straight air conditioning jobs, not requiring refrigeration in a candy plant, so there are also very few straight refrigeration jobs of cooling, not requiring air conditioning in some form.

While the application of refrigeration in the candy plant goes back a long ways, probably as far back as the general use of mechanical refrigeration itself, the general application of air conditioning is much more recent. There was very little general use prior to 20 years ago and only a little at that time. The great majority of installations, and most of the progress, I believe, has been made during the last 15 years, and greatest during the last 10 years. This no doubt is due to following the trend or progress of air conditioning development generally. Perhaps we should say the candy industry was leading, rather than following the trend of air conditioning, for I believe it is true that the industry has been out in front and is one of the leaders in the widespread use of air conditioning and refrigeration. I know of no industry which is making greater use of the advantages of air conditioning and refrigeration than your own. Even 10 or 12 years ago air conditioning was generally accepted in the confectionery industry as a necessity, while it was still in its infancy in comfort cooling work, as conditioning of theaters, restaurants, etc.

## **Kinds of Refrigerating Systems**

There are today probably only three kinds of refrigerating systems or refrigerants in general use, Ammonia, Brine and Freon (or Methyl Chloride). There are in addition Carbon Dioxide, also what we might class as porous absorbants, rather than refrigerants, Silica Gel and Activated Alumina, also chemical absorbants as Lithium and Calcium Chloride and finally, well

water. CO<sub>2</sub> is now used comparatively little, even though I believe it is rated safest of all refrigerants. CO<sub>2</sub>, as no doubt you all know, is used in the conventional compressor, condenser, expansion method. CO<sub>2</sub> is used less due to higher initial and higher operating cost.

Higher initial or installation cost is the result of the very high pressures required in a Carbon Dioxide system, necessitating very heavy and expensive fittings, valves and equipment. The higher operating cost is due to the nature of the refrigerant and runs roughly from 25 to 50% greater for electric power and condenser water than does Ammonia. Silica Gel and Activated Alumina, I understand, have been used in a limited way in candy plants. Without refrigeration or cooling added, they would be practical only where comparatively high temperatures and low humidities are required. Silica Gel and Activated Alumina cool by dehumidification.

The material acts much like a sponge and on one cycle extracts moisture from the air to be conditioned, and on the next cycle gives up the moisture upon being treated. As far as I can learn, Lithium and Calcium Chloride have not met with a great deal of success as yet in practical air conditioning work. These materials depend upon their very high affinity for moisture which give them dehumidifying properties. I understand one of the biggest problems is that of refrigeration or returning them to condition for re-use. In the case of Lithium Chloride at least, corrosion control also seems to be a serious obstacle. Well water is used very little directly for air conditioning work, because it cannot be obtained cold enough, in this latitude at least, for the temperature and humidity requirements of the candy plant. It serves very well of course for refrigeration condenser water, or for cold slabs and other similar cooling jobs.

## **Ammonia**

Getting back to the three common refrigerants, Ammonia, Brine and Freon, it is my observation that where city codes do not exclude, ammonia is still the most generally used and most popular, and when on equal terms, still has the edge in efficiency and economy. The greater use of ammonia is undoubtedly due partly to the fact that it is an older refrigerant, and its great acceptance also due partly to the fact that the average candy plant engineer is more familiar with ammonia and ammonia equipment and its operation than with the newer refrigerants.

Aside from this however, ammonia is, we might say, the most active refrigerant. For a given amount of liquid it will give most refrigeration, so smaller refrigerant lines, coils and compressors are required for the same work. Its very strong odor, practically, is an advantage, for a leak can be quickly noticed, located and corrected. When ammonia equipment is properly

\*Address made before the Production Forum Session, National Confectioners Association Convention, Palmer House, Chicago, May 23, 1939.

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installed, maintained and safe-guarded, the hazard is slight and its use entirely proper for most industrial work.

### **Brine**

If we ignore the difference in operating cost between a brine system and a direct ammonia system, we might well say that brine is the ideal refrigerant. It practically has no hazard at all, not even the pressure hazard of CO<sub>2</sub> or Freon, or no more hazard than an ordinary water pipe. One of the chief objections to brine in the past was that of pipe corrosion and short life of equipment. Now, in a properly designed system this is eliminated.

When Calcium Chloride Brine is used, and when a closed brine system is used, so that no air comes in contact with the brine, and when the brine is tested at regular intervals and kept neutral, corrosion and its serious effects are practically entirely avoided. Brine may be pumped to any part of the plant and to all sorts of cooling jobs, as readily as water. The initial cost of a brine ammonia system naturally is higher than that of a straight ammonia system, because in addition to the usual compressors and condensers are required brine coolers and pumps. Also the distributing pipes are larger and both must be insulated, whereas with ammonia only the suction line is insulated.

The operating cost is slightly greater, due to the fact that the ammonia compressor must be run at a lower suction pressure, probably around 15 to 25 lbs., to obtain brine at a sufficiently low temperature for duty in a candy plant, say 20 to 25 deg. With a direct ammonia system, 25 to 35 lbs. suction pressure can be used and will give a refrigerant temperature of 12 to 22 deg. At this higher pressure, less horse-power per ton of cooling is required. Power to pump the brine also adds slightly to the operating cost of brine. Despite these seeming disadvantages, a well designed brine cooling system, taking advantage of up-to-date equipment, is very efficient, in fact several such systems I have seen lately, surpass in both efficiency and economy a number of straight ammonia jobs I can think of.

### **Freon**

Freon makes a very efficient refrigerant, being practically on a par with ammonia in the matter of horse-power per ton of refrigeration. It is used largely in comfort cooling work due to its high safety rating and city code requirements. Freon compressor condenser units work out very nicely as individual units with necessary cooling and conditioning equipment, due to the fact there is little restriction on the use of Freon up in the plant or workrooms. Individual compressor cooler units have the advantage of shorter refrigerating lines.

In first cost, more smaller units will naturally cost more than fewer larger units, but this is offset in a measure by savings in refrigerating pipe lines and insulation. One disadvantage with individual units, however, is that each department or each cooler or conditioning unit is limited to the capacity of the individual refrigerating unit, whereas were it connected to a large central system it would have reserve to draw on for excess loads or expansion. Another possible disadvantage of Freon is that it escapes very rapidly in case of a leak and being odorless is not easily detected, and unfortunately is expensive to replace.

Further, a central refrigerating unit near the boiler room is more likely to receive needed attention than a number of small units scattered around a plant, especially if suspended from the ceiling. However, the kind of refrigerant and type of refrigerating equipment best suited can only be determined after a careful study of conditions and needs in each particular plant, and had best be done by a competent engineer.

### **Air Conditioning Equipment**

Air conditioning, as you may have been told many times already, is the simultaneous control of air temperature, humidity, motion and purity. I will touch on the old types of cooling equipment for just a moment. Ceiling coils and bunker boxes were possibly forerunners of modern air conditioning, though they had very little in common with our present day units. The ceiling coil type, as the name implies, were coils on the ceiling using brine or ammonia and controlled by a hand valve. This gave cooling, but of course no air motion or cleaning and no definite humidity control. The bunker box, since it included coils in a box and a fan, was an improvement, for it gave some air motion or circulation.

The earliest kind of air conditioning unit was of the wet type. These were used originally very little for cooling work, but mostly for air filtering. They were used chiefly on heating systems and were probably not thought of as air conditioning equipment as we think of it today. In the earlier years of air conditioning, this type was used almost entirely and for all sorts of jobs. Later the dry type of conditioner came into use, and is now used much more than the wet style for most industrial jobs. There are several types of wet units. The conventional type consisting of casing, spray nozzles, pump, sump tank, and eliminators is common to most everyone today.

This type has comparatively little use in the candy plant today, outside of comfort cooling in the office, and possibly for conditioning of packing rooms where many operators are working in a comparatively small space. This type, however, has the advantage of washing and revitalizing the air to far greater extent than the dry type of conditioner. This is obviously important, for beside the likelihood of better conditions in such rooms, practically 100% recirculation can be used in extreme warm weather, making a saving in refrigeration. Air purity, particularly in chocolate packing rooms, is important, for chocolate is known to assimilate bad odors and leave them in the candy as an unpleasant taste.

There is another type of wet conditioner, which is not so well known, but is important for certain kinds of candy plant conditioning—a type variously known as Baffle type, Shed or Cataract. It has no spray nozzles or strainers and can run continuously without stoppage. For that reason it is valuable in such rooms as Marshmallow Curing or Cream Center Conditioning, where considerable quantities of starch dust are usually found in the air, and where a definite relative humidity as well as temperature is necessary. In this sprayless conditioner,

water is pumped from the sump tank to distributing tanks and troughs in the top, and flows down over an arrangement of specially designed coils and baffles.

Air pulled over and through these wetted surfaces is cooled, humidified or dehumidified, as the requirement may be, by contact with flowing, cooled water, and cleaned by impingement of dust particles on the wetted surfaces.

Today most air conditioning jobs in the candy plant can be done and are being done by the dry type of air conditioner. This is so because due to its greater simplicity, the first cost is considerably less than that of a wet conditioner, and because it can satisfy the requirements of most all air conditioning jobs in the candy plant. It requires far less floor space, and its operating and maintenance cost is less, due to its simpler design and due to absence of water pump, spray nozzles and sump tank, and on vertical type units, absence of eliminators. To the best of my knowledge dry air conditioners as we know them now were first introduced by an air conditioning and heating equipment firm.

Refrigerating equipment and fan manufacturers were quick to realize the value and importance of this type of cooling unit and to add dry air conditioning equipment to their line. The fin tube coil has been developed to a high point of air conditioning and refrigerating efficiency, and plays a major part in the success of the modern dry air conditioning unit. These units are being used with fine success on all standard refrigerants, however highest efficiency and greatest capacity is obtained with ammonia on a full flooded coil and a low pressure float valve. Dry units can now be obtained in many styles and a wide range of sizes running from one ton of refrigeration to 50 and more for a single unit.

### **Dry Conditioner Uses In the Candy Plant**

**Hard Candy Department:** The dry conditioner, as already mentioned, takes care of most candy plant air conditioning jobs and very satisfactorily. It maintains correct conditions of temperature and humidity in the hard candy department, for cooling goods from the hard candy machines, for mixing and packing departments. As we well know, hard candy cooled, mixed and packed in a properly air conditioned room looks better to start with, and will keep in perfect condition for long periods of time when packed in tight containers. Conditions of 75 to 80 deg. temperature and 35 to 45% humidity are generally considered ideal for the hard candy department, and can readily be maintained at all times with a dry air conditioning unit of the right type and proper capacity. A thermostatically controlled heater in the system is desirable to maintain proper conditions in cool weather and when the hot candy load is insufficient to hold the temperature up.

**The Chocolate Department** is taken care of best and easiest with dry air conditioning equipment. In the packing department where coated or hand dipped goods are already set hard, 68 deg. and 45% relative humidity is correct. A lower temperature is not desirable, due to excessive temperature change and body shock of operators in warm weather when entering and leaving the room. A higher temperature is likely to cause finger printing of goods due to warm hands and perspiration. With a little fresh air taken into the room continually, good conditions can be maintained in a packing room with a dry conditioner, even with a considerable number of operators.

The chocolate dipping room can be conditioned correctly with a dry air conditioner, and conditions will be similar to those in the packing room. A slightly lower

temperature of 63 to 65 deg. is necessary to set the chocolate in a reasonable time and to avoid finger printing. Usually a duct system is to be recommended to give proper distribution without drafts. A small duct throwing conditioned air down on the goods just after being dipped, will materially help in setting up work and improve appearance. Dry conditioners are the right type of cooling unit for chocolate cooling tunnels of all different types, pre-cooling for coated or moulded goods, since it is important to have cold dry air for this purpose.

**Candy Storage Rooms:** The dry conditioner is again most suitable for candy storage rooms. Recommended temperatures and humidities run from 7.5 deg. to 45% for hard candy storage rooms, 65 deg. and 45% for general storage purposes and chocolate for short periods, to 55 deg. and 50% for chocolate coated goods stored for a considerable period of time, also for nut meats. The low temperature for chocolate package goods storage is necessary to retard bacteria action, and in room conditions mentioned previously, goods may be made and stored during summer months for Christmas season delivery. When chocolate goods are removed from low temperature storage during warm weather, they must be allowed to warm up gradually in a conditioned room of higher temperature, or they may be damaged due to moisture condensing on them and causing sugar bloom.

The great value of properly conditioned storage rooms is being recognized more and more. Recent wage and hour legislation makes the conditioned candy storage room even more important, for by its use future seasonal sales demands can be anticipated and a stock of finished goods built up. This definitely reduces overtime expense, enables the manufacturer to retain and use his help during usual slack periods, also to take orders and fill them far beyond his ordinary plant capacity for seasons of high demand.

**Pan Rooms and Miscellaneous:** The dry conditioner also serves very well in the Pan Room, and for chocolate work maintains the desired conditions of 68 deg. and 45% easily. Conditioned air directly from the conditioner, and much colder should be supplied into the revolving pans. This arrangement works out well, setting the chocolate and putting a proper finish on the goods. Again for caramel, toffee, nougat and specialty rooms, the dry conditioner will take care of needed requirements nicely. In these rooms a temperature of from 70 to 75 deg. with 45% relative humidity will give good conditions. Chocolate and cocoa pulverizing and packing rooms can be properly safeguarded with the dry type conditioner. A continuous supply of cold dry air is essential for both pulverizing and packing satisfactorily in these departments for uninterrupted production.

Air conditioning and refrigeration are today recognized and accepted as vital necessities in every successful candy plant. They are vital because of the tremendous savings effected in candy plant operation, in floor space, manufacturing time, in handling and labor costs, reduction of scrap, protection of raw materials and finished goods in storage. Air conditioning and refrigeration are considered essential because with their help the candy manufacturer can produce higher quality goods, and do it continuously, in and out of season and in good weather or bad. It is interesting to note that of the confectionery firms liquidating during the last few years, few if any had much in the way of modern air conditioning and refrigerating equipment, and that the organizations that are "going to town," and showing good production and annual profits, are practically to a plant well equipped with air conditioning and refrigeration equipment and continually adding more.

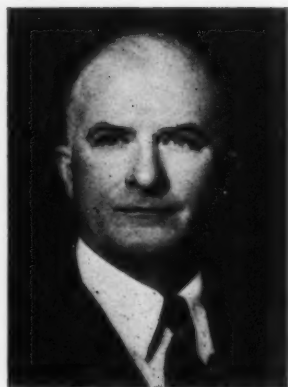
# CONVENTION HEADLINERS IN MINIATURE

Abstracts of Major Addresses Given at the N.C.A. Convention in Chicago, May 22-25

## Profits From Good Industrial Relations

By C. S. CRAIGMILE

Vice President, Belden Manufacturing Co.,  
Chicago, Illinois



I am sure we recognize that gaining and holding the respect and goodwill of employees is the real objective of any industrial relations program worth the name. It is a pleasure for me to see that you want me to talk about profits. Recently we have been led to believe that the profit motive was something sinister and destructive and should be publicly crucified every time it reared its ugly head.

What nonsense. You and I know that profit is what makes the wheels go around. Profits, as they are paid out in dividends, are the wages of capital and without them, of course, we cannot get people to invest their savings in our business enterprises.

Our first responsibility as industrial managers is to our stockholders, but are we all as convinced that to discharge that responsibility we must also recognize our responsibility to our employees? I cannot impress on you too strongly that I sincerely believe in good industrial relations, not only because I like to work under those conditions, and I do, but primarily because they mean profits to our stockholders and consequently jobs to our employees. In other words, there can be no question that the interests of the stockholders and the employees are mutual and not opposite, as much of propaganda of recent years has tried to prove.

We sometimes forget that as our employees leave our plants they form an important part of the public whose opinion in the last analysis determines the rules and regulations under which we will do business.

Both the government and organized labor for six long years have been conducting an intensive campaign to vilify and discredit the employers of this country as economic royalists and selfish, cold-blooded Simon Legrees, whose objective was to wring huge profits out of the slaves of industry. Most of us now realize that it is not enough to sit back and scorn such attacks by a superior attitude that right will prevail, and feel secure that the grand type of industrial leaders, who led our industrial growth over the last hundred and fifty years, will again take the helm. It is not enough to sit around a very pleasant lunch table and damn the New Deal or to orate to a sympathetic audience at the family fireside. We have all done plenty of these things. Prac-

tically, the sooner we realize that our employees have read and listened and have been lured by the promises, visionary though they may seem to us, of the Loreleis and the Pied Pipers, the better off we'll be. The important question for us to decide is what to do about it.

In my judgement, industry must sell itself to its employees and to the public if the right to manage is to be retained. Good industrial relations are going to be, if they are not already, as important to the successful operation of a business as the purchase and use of good raw materials. If we question that statement and fail to see any connection between profits and good industrial relations we only need to ask ourselves one question and give it an honest answer. Is our productive output as individual business executives affected by the type of company we work for, by the good feeling or lack of it in our organization, by the conditions under which we work, and by our home conditions, particularly those of a financial nature? Can a single one of us answer "No" to that question? I don't believe so. Our employees are like us in every respect. All of them have not had some of the advantages we have had, but in the main their reactions are identical with our own. It is not reasonable to suppose that if we produce more and perform better under favorable conditions that our employees will likewise? It is a result of this sort of reasoning that forward thinking employers today have put industrial relations in the very forefront of their management programs.

What are the essentials of a good industrial relations program? I shall attempt to outline briefly one answer to that question which you may find worthy of consideration.

Any industrial relations program is essentially carried out in three steps, generally in this order:

1. Management Training
2. Foremen Training
3. Personnel Administration

Almost invariably when we think of industrial training we mean Foremen Training. Actually, the foreman is today without question the best trained man in our organization, and no doubt he should be. In some companies that is the only training done, and in some instances the foreman knows more than he can put into practice because of management limitations or restrictions. Recognition of that possibility brings to our attention the need for executive training not only of the foreman, but of management above him.

Actually, there is no way so effective in the promotion of employee cooperation so necessary to industrial success as the demonstration of real leadership by the managers of industry. To obtain and hold a position of leadership, we have had to compete with offers being currently made to our employees by both the government and organized labor or a combination of the two. First, the government. Our employees have been promised great and wonderful things if they would only allow the New Dealers to regulate completely the fundamental relationship between them and their employers. As an example, the Wagner Act was passed with the high sounding purpose of reducing the causes of labor disputes, but, of course, it has done exactly the opposite.

Organized labor has also been long on promises but short on performance. In the words of Dr. Leo Wolman, "There are several large and important industries in which organized labor has for many years had great power and authority. It was able there to pursue its policies through good times and bad. In the experience of the railroad, coal mining, clothing and building industries, in which, until recently, the overwhelming majority of trade unionists were concentrated, there is little support current faith in union doctrine and practice." That statement is from a man who for many years was the Economic Adviser and Statistician of the Amalgamated Clothing Workers of America.

It seems to me that more and more of our employees are coming to the conclusion that organized labor, at least with its present type of leadership and its lack of sound economic thinking, cannot lead the way to industrial prosperity. It will continue to be, as it always has been, a minority group exerting pressure to correct labor abuses but never able to assume a position of leadership in the plans for our industrial future.

(Turn to page 32, please)



# EDITORIAL

## Stripped by Scrip

Recently, after talks in Washington between the Department of Agriculture and 19 representatives of the National Food and Grocery Council, Secretary of Agriculture Henry A. Wallace announced an experiment designed to utilize farmers' surpluses, guarantee the merchants' profits, and feed the hungry, all at the same time. Briefly stated, the plan is this: Relief clients may take part of the money they received each month in orange stamps instead of cash if they wish. These stamps will be redeemable at grocery and food stores for food of all kinds. Liquor, cigarettes and candy are not available with these stamps, however.

Our argument here is not against the plan, but against the arbitrary classification of candy with liquor and cigarettes, and the implication that it is not food. The courts of Ohio seem to have pretty well established the fact that candy may be properly classed as food, inasmuch as they have exempted it from the sales tax in that state where all food products are so exempt.

Candy has definite qualities which make it highly desirable as a dessert on the poor man's table. It is easily available; it requires no cooking, baking or other processing at expense of fuel; it contains nourishing ingredients which the body requires; it is easy to serve; and last, but by no means least, it is delicious and satisfies a certain definite craving for sweets which everybody has and which desserts are designed to appease. Exclusion of candy from purchase under this scrip plan seems unduly discriminatory when items hardly classifiable as food (coffee, tea, chewing tobacco, etc.) are included. Here's just another instance where candy has been yanked from its rightful place among the regular staple foods and placed in a rather objectionable position, alongside liquor and cigarettes, with which it has nothing in common. The confectionery industry should object, both to Secretary Wallace and to the National Food and Grocery Council.

## Encore

A RECENT issue of *Printer's Ink* had this to say about a situation in business paper publishing not unlike that of our own some months ago which caused considerable comment in the Industry:

"We hereby salute Dan Rennick, editorial director of *Drug Trade News*, for telling the Toilet Goods Association some important things about business papers. . . .

"During a rather pointed discussion, H. Gregory Thomas of the association's executive board, criticized the drug trade press as being indirectly responsible for this (unfavorable) publicity by 'stirring up' the Food and Drug Administration on certain matters which Mr. Thomas felt should be left to their own natural course.

"Whereupon Mr. Rennick asserted that there was no desire on the part of his paper to agitate matters by publicizing any difficulties the manufacturers might have. Members of the association, he said, frequently consulted his paper about certain applications of the Food, Drug and Cosmetic law. In an effort to help them solve the problems, the paper did sometimes ask food and drug administrators for interpretations and suggestions.

"This is the proper function of any business paper that is worth its salt. If it is a mere write-up sheet with no opinions of its own and with insufficient courage to discuss leading questions openly, it has no right to take the money of its subscribers or its advertisers."

Strangely, we had almost a parallel of this same situation in the Confectionery Industry not so long ago. And more strangely still, the argument arose over practically the same questions and in the same manner. That this particular publication was involved in the argument is of little consequence in a general way, except that we feel we are living up to the best tradition of good business paper publishing, as outlined conversely in the final paragraph of the above quotation. Quoting further from *Printer's Ink*, we desire to leave this thought with the Industry:

"If a paper serves a certain field, some people seem to think that it should be an apologist and press agent for that field—always telling the good, if any, and keeping back the bad. It is truly remarkable how many otherwise reasonable citizens seems to think they know better than the publishers and editors what a business paper should say—and, more important yet, what it should not say."

So far as THE MANUFACTURING CONFECTIONER is concerned, we shall continue to print news and other matter which our objective editorial judgment tells us will be a service to the confectionery industry as a whole. We shall point out mistakes where we see them, and we shall put the full resource of our editorial influence behind such intra-industry activities that appear to be for the best interest of all. We shall listen reasonably to requests for withholding information or publicizing other information when such requests are presented with sound and logical reasoning to back them up. Yet, in the long run, it is the welfare of the industry as a whole and that of our readers and advertisers which we must keep constantly in mind in our consideration of what can and what cannot be published.

# THE Standard



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# NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

## DEVELOP DRY MILK SOLIDS STANDARDS

The American Dry Milk Institute recently held its annual conference at the Edgewater Beach Hotel, Chicago. One of the most important pieces of work accomplished by the conference was authorization of the Institute's standards committee to develop standards of quality and identity for dry milk solids and, if found desirable later, to confer with the proper Washington authorities for official adoption. Standard for dry milk solids exist now, but these have never been formally adopted or promulgated by the usual governmental procedure. It was also decided to elect a committee to meet with a like committee from the evaporated milk industry for the adoption of new sanitary regulations applying to those producers not already under strict regulation and control.

## NEW GRANULATING MACHINE

A new oscillating granulator of the automatic screen type has been developed and is being offered to the trade by the F. J. Stokes Machine Co., Philadelphia, Pa. It is used for granulating dried crystal masses, processing filter-press cakes before and after drying, breaking down materials caked in storage, preparing wet mixtures for drying, breaking up compressed slugs for debulking operations and for a variety of similar operations. Output up to 2,000 lb. per hour is claimed for this machine.

Felton Chemical Co., Inc., Brooklyn, N. Y., have just completed publication of a comprehensive new flavor catalog. Specially noteworthy is the greatly improved method of classification and indexing.

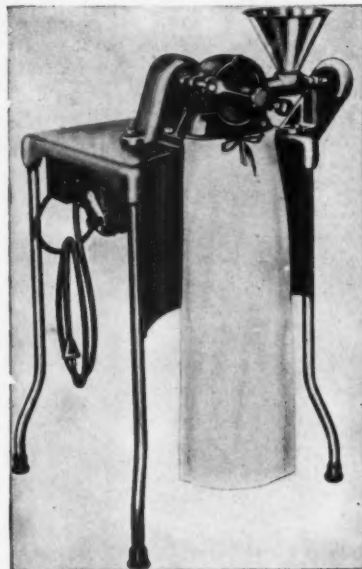
The Women's Advertising Club of Milwaukee recently held its election of officers. Among those named were Ursula Wende, American Lace Paper Co., who was elected recording secretary, and Maxine Plate, Ambrosia Chocolate Co., who was named treasurer.

## SMALL SUGAR PULVERIZER PUT ON MARKET

Pulverization of sugar in the smaller candy plant which so often in the past has been unprofitable to do, will be practical for the average confectioner, according to the Pulverizing Machinery Co., Roselle Park, N. J., by use of the new small, portable pulverizer which has just been brought out by this company.

Results obtained on this new unit are the same as results from the manufacturer's large unit, which has been manufactured for the past 16 years. The small unit can be used on jobs where the bigger unit cannot be economically used. The new mill has been given long and gruelling tests on many materials and is being used now in a number of industrial plants on small production and laboratory jobs.

Like the larger unit, the new so-called Bantam model is dustless, accessible, and easy to clean. It is priced



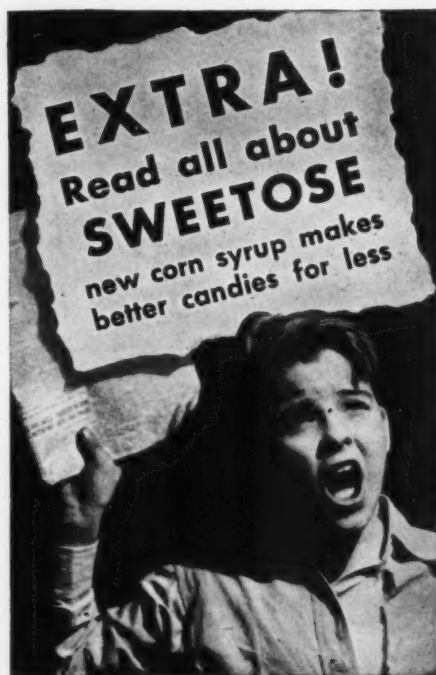
Sugar Pulverizer For Small Candy Plants

very low, and it is profitable for pulverizing sugar in small quantities so that the manufacturer may always have a supply of fresh, fluffy 4X or 6X on hand. The machine can be taken apart for cleaning in two minutes by an average unskilled workman, say the makers. A new folder describing the small unit is available.

## BARON COMPANY MOVES

Directors of H. Baron & Co., Inc., Brooklyn, N. Y., are anticipating the needs and requirements of their customers and have decided to move to larger and more modern quarters at 1130 Elizabeth Ave., West, Linden, N. J. The company will occupy a one-floor plant of 54,000 sq. ft. which will provide for more careful supervision, but will also eliminate considerable handling. Savings thus effected will be passed along to the company's customers. The move to Linden brings the company's plant nearer the fruit fields and will eliminate considerable transportation and lighterage. The Baron company includes in its line preserves, jams, jellies, drained and candied fruits, flavors and extracts, soda fountain supplies, institutional and bakery products. Ira S. Brigham, vice president in charge of sales, revealed in an interview that the company is celebrating its 65th anniversary this year.

Due to increased volume of business during the past year, Burke Products Co., Inc., Chicago, have found it necessary to enlarge their manufacturing facilities. Consequently, they have acquired a modern five-story factory building at 317-319 West Hubbard street, Chicago. They plan to be manufacturing in their new, modernly-equipped



# BIG NEWS FOR CONFECTIONERS



YESIREE! SWEETOSE IS TWICE AS SWEET—3 TIMES AS FLUID AS ORDINARY CORN SYRUP!

## 6 Reasons Candymakers are Switching to SWEETOSE

No wonder big confectioners are so enthusiastic about Sweetose—the new type corn syrup that's sweet enough to take the place of both corn syrup and sugar. Check these 6 points, then see how Sweetose fits into your picture:

1. Cuts manufacturing costs—replaces all corn syrup, all or part of sugar
2. Saves time and lowers costs because it permits faster cooking and faster whips

3. Makes for easier handling in storage tanks, pipe lines, kettles. 3 times as fluid as ordinary corn syrup

4. Improves taste of candies—provides needed sweetness—accents other flavors

5. Improves texture—with proper handling it is impossible to make a tough piece of candy with Sweetose

6. Lengthens shelf-life of candy—reduces loss from return goods

**DON'T SAY  
CORN SYRUP... SAY**

# Sweetose

Made only by  
**A. E. Staley Mfg. Co.**  
Decatur, Illinois



ATLANTA  
BALTIMORE  
BOSTON  
CINCINNATI  
CLEVELAND  
DALLAS  
DETROIT  
LOS ANGELES  
MINNEAPOLIS  
NEW ORLEANS  
PHILADELPHIA  
ST. LOUIS

## THE "EYES" HAVE IT!

The appearance of your confections sells them. By their attractiveness, they earn consumer appeal. Consider, then, how important is the matter of color. And we, with 88 years of color experience, are prepared to assist you in making your products more colorful . . . more appealing . . . more salable.

## TASTE DOUBLES IT—

While appearance attracts customers, taste keeps them . . . makes them buy again . . . repeats business. Taste means flavor. And on that matter, KOHNSTAMM FLAVORS are employed internationally. KOHNSTAMM FLAVORS possess a degree of excellence which reflects itself in making consumers want more of your delicious products.

Established 1851

First Producers of Certified Colors

## H. KOHNSTAMM & CO., Inc.

83-93 Park Place, New York, N. Y.

11-13 E. Illinois St., Chicago, Ill.

**CANDY IS DELICIOUS FOOD**  
ENJOY SOME EVERY DAY!

## STANDARD SYNTHETICS



*Be Sure  
to try these...*

### MESSINA OIL OF LEMON, U.S.P.

- A fine quality product widely known for its delicious flavor, purity, uniformity. Protected by our registered brand name, "Leonardo Vinci." Repacked in 1-lb. metal containers to insure absolute freshness when used by small-quantity buyers.

### MESSINA OIL OF ORANGE, U.S.P.

- Capturing the rare flavor of sun-kissed Italian oranges. It will add fresh zest to your orange-flavored products.

### ENGLISH OIL OF PEPPERMINT, REDISTILLED, U.S.P.

- A brand new appeal for your peppermint-flavored products. Unique flavor and high quality have gained immediate acceptance for this essential oil wherever introduced.

ASK for SAMPLES and QUOTATIONS

**STANDARD SYNTHETICS CO.**

39 West 32nd. Street, New York, N. Y.



A Complete Pectin  
Product for Making  
Jellied Candies

READY  
to Use  
NOTHING  
to Add

SPEAS MFG. CO. KANSAS CITY MO

**CANDY IS DELICIOUS FOOD**  
ENJOY SOME EVERY DAY!

building by Fall. The new building will house also, a new and larger laboratory which will be in direct charge of J. M. (Jack) Flynn, service director.

The first certificates of purity of coal tar colors under the new Food, Drug and Cosmetic Act were issued early in May by the Food-Drug Administration. The new law prohibits the use of any coal-tar in foods, drugs, or cosmetics unless it has been found to be harmless and suitable and has been certified by the Department of Agriculture as to purity. The first certificate went to H. Kohnstamm & Co., Chicago and New York, and covered D & C Yellow No. 1 Aluminum Lake, suitable for use in drugs and cosmetics.

Bulk sales division of the American Maize-Products Co., New York, announces the appointment of Paul Prentiss as assistant district sales manager of northern Pennsylvania and upper New York state, and Paul Walters as assistant district sales manager of California.

The historic Leipzig Trade Fair will hold its 1982nd session this year, from August 27 to 31. Some 6,000 firms from 25 countries will display their standard wares and newest items, and an attendance of 175,000 business men from 74 countries is expected.

A. E. Staley, head of the A. E. Staley Manufacturing Co., Decatur, Ill., was awarded an honorary doctor of laws degree by High Point College, High Point, North Carolina, May 29.

The American Maize-Products Co., New York, used the occasion of the recent Confectionery Industries Exposition in Chicago to hold a forum meeting of its bulk sales division. A trip to the company plant in Roby, Indiana, was also made by the salesmen and executives.

Eric F. Kerry, who has been associated with the Consumers Import Co., Inc., New York, for a number of years doing sales promotional work, has been elected vice president in charge of sales.

Bakers Perkins, Inc., is the name by which the former Baker Perkins Company, Inc., Saginaw, Mich., is to be known as of June 15, according to a recent announcement made by G. M. Fraser of the company's advertising department.

Turner Brothers, sugar brokers operating in New York and Philadelphia, recently issued a brochure on the subject of Liquid Sugar and its characteristics of purity, convenience, cleanliness and economy and with special emphasis on methods of delivery and storage.

Joseph A. Huisking, who terminated his connection with Charles L. Huisking & Co., Inc., New York on June 15, joined the Fritzsche Bros., Inc., organization on July 1.

E. G. Davisson, Eastern representative for the White-Stokes Co., Chicago, helped to make the candies which were served at the White House dinner for King George and Queen Elizabeth of Great Britain when they were here on a visit last month.

# AT LAST!

## IN LAYMAN'S LANGUAGE

### *How to Meet the Labeling and Packaging Requirements of the new Food, Drug & Cosmetic Act*

A special loose-leaf Portfolio containing the New Law in simple every-day language which any business man can follow and understand with ease. Also, all subsequent rulings. Arranged in three sections: 1. Clear-cut story of the labeling requirements. 2. Digest of Regulations to date, with pertinent marginal explanations. 3. Supplementary material.

In addition to the Portfolio containing all the information up to this time, you will be kept in touch with latest development through regularly-issued Special Supplementary Bulletins indexed for quick reference and perforated to fit the Portfolio.

#### SIMPLIFIED LOW COST ILLUSTRATED

Here you obtain valuable and helpful information showing how to avoid costly risk as well as needless labeling expense. Here is an answer to questions of your rights and also your liabilities — explicit, decisive, brief, and to the point. Even though an extension of the effective date of the New Law has been granted you will still need plenty of assistance in complying.

You do not have to be a lawyer to understand the text. You do not have to pay fancy fees to obtain quick, dependable legal information. This Portfolio was prepared by legal experts who have studied the Law from all angles and have checked carefully with the authorities in Washington.

Edited and Published by the  
Hamer Publishing Company's Legal Research Division.

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BULLETIN SERVICE TO  
JAN. 1, 1940, CASH ONLY

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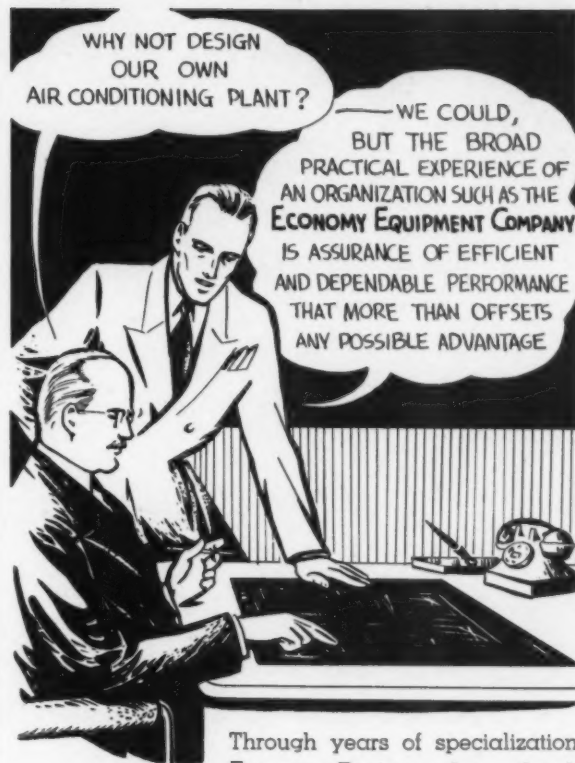
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Book Sales Dept.

#### THE MANUFACTURING CONFECTIONER

400 West Madison Street, Chicago, Illinois  
71 West 23rd Street, New York, N. Y.

for July, 1939



Through years of specialization Economy Engineers have developed equipment to meet the many critical air conditioning needs for efficiently manufacturing and storing every kind of candy.

Experience gained by the installation and observation of Economy Equipment in every size and type of candy plant, handling every type of piece, is your assurance of the last word in dependable performance.

Whatever your air conditioning needs, let an Economy Engineer survey your plant and present FACTS and FIGURES on an Economy Unit designed especially to meet your exact requirements. Write or phone for prompt attention.

#### ECONOMY EQUIPMENT COMPANY

223 North Wolcott Ave., Chicago

152 W. 42nd St. NEW YORK CITY

BAKERS SERVICE, INC., 507 E. 3rd St. LOS ANGELES, CALIF.

#### Manufacturers of

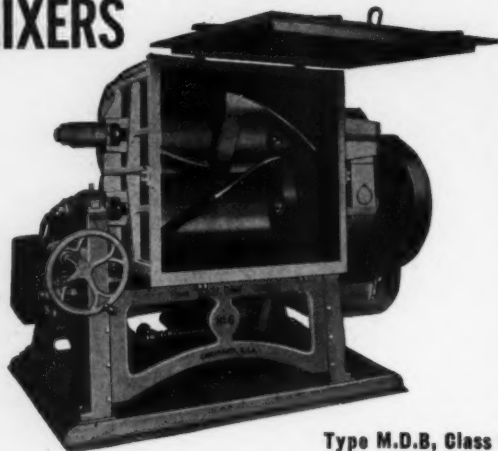
"LUSTR-KOOLD" Chocolate Cooling Conveyor for Coating Work or Pre-Cooling.

ECONOMY "BELTURN" for Continuous Conveying Around a Turn.

"ECONOMY" Dry Conditioner for Chocolate Packing, Dipping, Hard Candy or Storage Rooms.

"ECONOMY" Wet Conditioner . . . Spray or Baffle (Sprayless Types . . . for Marshmallow or Center Conditioning Rooms.

## DAY CININNATUS MIXERS



Type M.D.B, Class 8

This mixer is extremely simple in construction, but is sturdy and durable with few parts subject to wear. It is ideal for rubbing and creaming of butters and sugar products.

Write for Bulletin No. 351

THE **DAY COMPANY** CINCINNATI,  
J. H. OHIO



**TARTARIC ACID**  
POWDERED CRYSTAL GRANULAR

**CITRIC ACID**  
POWDERED CRYSTAL GRANULAR

**SODIUM CITRATE**



**CHAS. PFIZER & COMPANY, INC.**

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444 W. GRAND AVE., CHICAGO, ILL.

EST. 1849

## CONFECTIONERS' BRIEFS

### SCHUTTERS MARK 25TH ANNIVERSARY OF FIRM

The 25th Anniversary of the Schutter Candy Co., Chicago, was celebrated on June 15, when 30 members of the company's sales and executive staff held a luncheon in honor of President Robert L. Schutter and Secretary-Treasurer George M. Schutter at the Midwest Athletic Club, Chicago. The celebration was a complete surprise for the two guests of honor.

Following the luncheon, Paul R. Trent, sales manager, briefly explained the purpose of the gathering and extended congratulations from the entire staff. Thereafter, following presentations of commemorative testimonials, W. C. Scott, sales representative of the company in the Pittsburgh territory, turned over to the celebrants orders from 81% of the company's jobbers for candy to be delivered immediately following the celebration. These orders represented more than 50 carloads of candy, or about a million and a half pounds.

It was also announced at the luncheon that the company will expand its facilities in order to keep up with the increased demand for its three major bar products. A new two-story building will be erected which will adjoin the present plant.

The New England Retail Confectioners Association held its annual picnic and dinner at Stow Country Club, Stow, Mass., on June 12. Over 100 guests attended the dinner. H. W. Hopkins of Melrose, Mass., was re-elected president of the Association for another year.

Mr. & Mrs. Fred Stuhrke announce the birth of a son, William Frederick, and this announcement officially makes Wm. Kimberly, secretary of the New York Confectionery and Chocolate Manufacturers Association, a grandfather, for the happy mother is none other than Mr. Kimberly's daughter, Doris.

Sales of confectionery and competitive chocolate products during May, 1939 were 8.1 per cent above the level of May, 1938, according to figures released by Dir. Wm. L. Austin, of the Commerce Department's bureau of census. Sales of reporting firms declined 6.5 percent in May as compared with April, in 1939, and this compares with a decline of 15.7 percent in the same period last year. During the first five months of 1939 sales for reporting firms increased 1.7 over the same period last year, and the dollar volume mounted from \$80,944,000 reported for five months last year to \$82,343,000 for the same period this year. Gains in sales were recorded in all regions during May except in New England, which showed a decline of less than one-half of one per cent.

Julia Steven, president of Steven Candy Kitchens, Inc., Chicago, was married June 25, to Walter A. Krafft, president of the Emporium World Millinery, Chicago. The ceremony was performed at a church in Elmhurst, Ill. Following a dinner attended by members of the bride's and groom's immediate families, Mr. and Mrs. Krafft left on an extended trip through the Northwest and Canada.

## SARGENT HEADS BIRK COMPANY

A. C. Sargent was recently appointed vice president and general manager of the Walter O. Birk Candy Co., Chicago, Ill. Mr. Sargent is well known in the Industry. He was state manager in Missouri for E. J. Brach & Sons in the years from 1922 to 1934. He joined the Nutrine Candy Co. in 1934 and sponsored their direct-to-the-dealer sales plan with outstanding success. In June, 1937, he left Nutrine to join the Walter O. Birk firms as general sales manager. His promotion to the new position of vice president and general manager comes as pleasant news to Mr. Sargent's many friends in the Industry.



A. C. Sargent

Tasty Candy Co., Quakertown, Pa., is manufacturing chocolates and hard candies which are being sold throughout the East through various chain and variety stores.

A recent announcement indicates that Collins Candy Co., Fox-Lindsey Candy Co. and Golden Gate Candy Company, California manufacturing confectioners, have merged and are now operating under the name of Consolidated Candies. The factory is located at Park and Holden streets, Emeryville (Oakland), California.

Fanny Farmer Candy Shops, Inc. will begin operating a new factory in Harrisburg, Pa., about Sept. 15, according to information made public recently by the Harrisburg Chamber of Commerce. The new plant is expected to employ 125 persons. Leonard D. Griffiths will be in charge of the new plant.

Northwestern Candy Co., Des Moines, Iowa, has purchased the building it has occupied since fire partially destroyed its old plant on February 6.

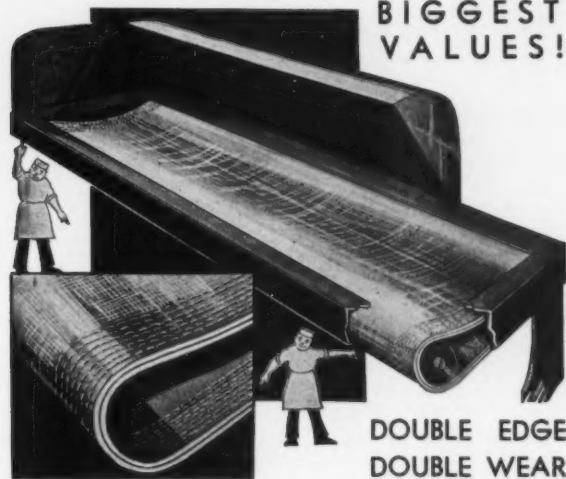
Sale of 19 units of the Retail Department Stores of America, Inc., operator of the Schulte-United department stores, to H. L. Green Co., was announced recently. The stores involved have an annual volume of around \$7,000,000 and move huge amounts of candy annually.

Suit for \$500,000 actual and punitive damages was filed recently under the F.T.C. Act by the Vendola Corporation, vending machine firm, against Hershey Chocolate Corp. and its distributing agent, Chocolate Sales Corp.; Peter Cailler Kohler Swiss Chocolate Co. and its distributing agency, Lamont, Corliss & Co.; and three automatic vending machine companies. The complaint charges the defendants with a conspiracy to prevent the plaintiff from buying chocolate at prices which would permit plaintiff to vend these products and also conspired to enable the defendant companies to monopolize the sale of the manufacturers' chocolates.

for July, 1939

## BURRELL

BATCH ROLLER BELTS  
BIGGEST VALUES!



TO GIVE YOU the biggest value in Batch Roller Belts—with longer wearing service—**BURRELL** belts are constructed with patented re-enforced edges—double thickness of fabric plus heavy binding and extra stitching where the wear occurs. Made from specially woven fabric. Yet they cost you no more. Here's belt money value!

**BURRELL BELTING CO.**  
401 S. HERMITAGE AVENUE . . . . . CHICAGO

The

## LIPEOMETER

(FAT TESTER)



... gives a direct reading when employed with a special solvent and other simple apparatus for the rapid determination of COCOA BUTTER.

Manufactured by

**SCHWARZ LABORATORIES INC.**

ANALYSTS

CONSULTANTS

Specialists in the Chemistry of  
Confections and Cacao Products

202 East 44th St.

New York, N. Y.

# Does Quality SEE-SAW?

DOES the quality of your candy go up and down with the weather? If so, that means spoilage—costly losses—customer complaints.

It would pay you to investigate Sturtevant Air Conditioning. Find out how it has enabled many manufacturers to maintain ideal indoor weather conditions throughout the year—assure uniform product quality—greatly reduce spoilage—end costly manufacturing delays. Let us put our 75 years of air engineering experience to work for you.

The Cooling and Air Conditioning Div. B. F. Sturtevant Company  
HYDE PARK, BOSTON, MASS.  
Atlanta Camden Chicago Greensboro Los Angeles New York

## Sturtevant

*Air Conditioning*

FOR BETTER PRODUCTS AT LESS COST

## THE NEW GREER PEANUT CLUSTER MACHINE

*Forms and Cools*  
**100 CLUSTERS PER MINUTE**

*Practically no labor required  
other than packing*

**FLOOR SPACE—8FT.x10FT.**  
*Including Cooler With  
300 ft. of Cooling Tunnel*

**MAKES ANY SHAPE OR  
SIZE OF CLUSTER**

*For Further Details Write*

**J. W. GREER CO.**  
CAMBRIDGE, MASS.

## CONVENTION TALKS —

(Continued from page 23)

If the conclusions about our principal competitors are being agreed to by our employees and the public generally, then management faces the greatest opportunity in our industrial history to again demonstrate the leadership which has made possible our much envied industrial growth. If we are to take advantage of that opportunity, we must be trained to do a better job even than has been done in the past.

A poorly trained foreman can easily function as an insulator instead of a conductor between management and employees. You are doubtless fully familiar with at least some of the plans available to help you train your foremen, so I am not going to try to outline any of them. I would, however, like to suggest that we broaden our conception of Foremen Training to include the discussion of subjects which will enable our Foremen to more intelligently answer the questions of their employees are asking every day about wages, hours, taxes, social security, unemployment insurance, unionism, etc. Knowledge gives power and influence, and if we can give our Foremen a broader industrial and economic education in addition to the usual subjects now commonly used in training programs we will without doubt extend their influence and prestige among their employees. Furthermore, we will at least be doing something toward the development of a better informed citizenry so necessary to our economic welfare.

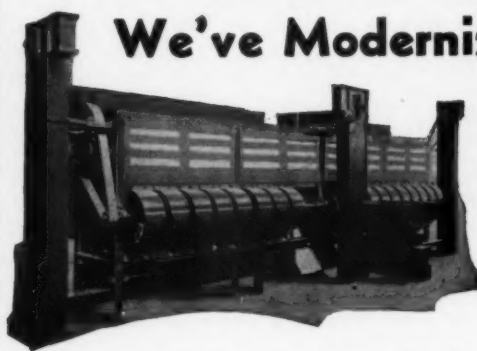
How many of us fully appreciate the importance of courteous, treatment of the person seeking employment even though we have no job available at the time? Certainly anyone is to be commended for an honest effort to find work, particularly now when relief of one kind or another is almost being pushed at him. Industry can well afford to spend the time to send applicants for jobs away, at least grateful for a courteous and kindly interview. For those hired, that interview may be the most lasting impression and can be the most beneficial.

Modern methods have provided us with the means of reducing the error in the selection of employees for different jobs. These employment tests, insofar as they can be used, simply reduce the chance of misplacing people. If scientific selection reduces the misplacements, there can be no question that our employees will profit both in earnings and in job satisfaction, and in addition, the fertile soil in which radicalism thrives will be re-reduced. Most of us are sensitive and do greatly appreciate those things. Are we all careful enough to see that our new employee gets a friendly start? It may be worth looking at in your organization.

No program of industrial relations is complete or successful unless the steps of promotion are carefully worked out. What we need to do is to set up incentive wage plans so that they are simple and easily understood by our employees, and then spend some time explaining the whole theory of incentives so that our employees may recognize, as we do, that no plant can operate efficiently without careful control of labor costs. It seems evident that if we voluntarily make such wage changes as are justified, we gradually build up employee confidence which may serve as real insurance against future labor trouble. No outside agent should be able to represent your employees' interests better than you do.

Our employees like to hear from the management and value their advice. The common methods of contact, of course, are employee meetings, letters, bulletins, plant papers, and recently the issuing of a special annual company statement to employees. All these methods of contact have their particular value and should all be used. Wherever possible, however, it seems to me that nothing can be substituted for meetings of employees with management where friendly discussions take place. In my judgment, one of the most important objectives of management training should be to train our executive personnel to be able to talk to employees and to participate in discussions with them. If employees feel that they are being given a part in management, they are less liable to be interested in the picture of capital and labor as natural enemies.

We recognize that results in business are obtained only by careful planning. I sincerely recommend to you that you plan a sound program of industrial relations as one of the channels through which will flow satisfaction for you and profits for your stockholders.



One of the Lehmann units, The Cracker and Fanner.

## We've Modernized Chocolate Equipment

NOTABLE improvement in equipment, resulting in better products, has marked the past decade in the Chocolate Industry. That Lehmann has provided much of the improved equipment is in keeping with a tradition of more than 100 years. The efficient five-roll Refiner, the Cracker and Fanner, the Cocoa Liquor Mill and the Disc Conche, all give evidence of Lehmann leadership in this field. More than that, these modern machines indicate Lehmann's understanding of chocolate-making problems, and ability to solve many of them through better equipment.

We offer the cooperation of our Technical Department on all matters of chocolate-making machinery.

**J. M. Lehmann Company, Inc.**

Established 1834

250 West Broadway New York, N. Y.

Factory: Lyndhurst, N. J.



The Standard for Quality in Machinery Since 1834

## Consistent Modernization Of Plant And Equipment

By **W. W. REECE**

Director of Engineering,  
W. E. Long Co., Chicago, Ill.

WHEN your Exposition Committee honored my company a few weeks ago in asking us to present a paper to this Convention on "Consistent Modernization of Plants and Equipment," they made it clear that the story, as it applied to baking plants, was wanted. And I wish to make the point that this paper will attempt to present, only, the bakery story. Not being familiar in more than a general way with the confectionery industry, I would not presume to advise you gentlemen on details of modernization of your own plants.

Fundamentals governing modernization are, however, quite similar in the two industries. The two industries run parallel in many respects. Let's look at some of these similarities.

1. Each industry processes perishable raw materials into an essential food product and distributes this product to the consuming public.
2. This processing operation is parallel in that scientific and accurate control of time and temperature is a requisite to uniform quality of finished product.
3. Each industry is vitally affected by the tendency toward shorter hours of labor and increased rates of pay.
4. Each industry has plants which suffer in high costs of manufacture, from poor layout of equipment, lack of straight line operation, worn out or obsolete equipment, or equipment improperly synchronized in speed and capacity to the manufacturing rate of the plant.
5. Each industry is served by allied trade organizations which, through constant research, design and experiment, are seeking to improve machinery, materials, processes and methods, and these great advantages are made available to their respective industries.
6. And, finally, the profit motive is parallel in both industries. Profit is the thing we are after. It is the proof, usually of the correct balance and soundness of the management of a business.

Consistent modernization of plants and equipment, in the baking industry, is just simply one of the essential

## "Candy Packaging"

Appears Four Times a Year

(February, May, August, November)

AS A

Reprinted Supplement

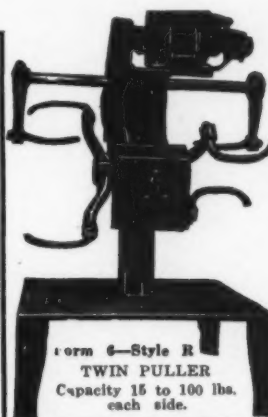
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## THE MANUFACTURING CONFECTIONER

400 W. Madison St.

Chicago, Illinois

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S



Form 4-Style R  
TWIN PULLER  
Capacity 15 to 100 lbs.  
each side.

### DISPLAY PULLEY

5 to 10 lbs. per batch  
FORM O — STYLE A

• Excellent for demonstration purposes. It is very attractive nicely finished, has an aluminum base and nickel trimmings. Motor driven.

Other sizes and styles—capacities from 5 lbs. to 300 lbs. per batch. Write for complete description and prices.

• All replacement parts in stock for immediate delivery.

### MAXIMUM Capacity per batch 200 lb.

Form 4-Style R-Twin Puller

• Minimum capacity 15 lbs. on each set of arms. Pulls either hard-boiled or soft-boiled goods.

• Can be used for 2 batches at once—either the same or different colors or flavors.

### REBUILT MACHINES AVAILABLE

Special low prices for all sizes and styles. Write for information and prices.



## THE ORIGINAL CANDY PULLER HILDRETH PULLING MACHINE CO.

153 Crosby Street

:-:

New York, N. Y.

# QUALITY CHOCOLATE COATINGS

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**HOOTON** CHOCOLATE  
COMPANY

339-361 NORTH FIFTH STREET, NEWARK, N. J.  
ESTABLISHED 1897

## CONFECTIONERY BROKERS

**DONALD A. IKELER**

2029 E. Main Street  
KALAMAZOO, MICHIGAN  
Territory: Michigan

### GENERAL BROKERAGE CO.

539 Tchoupitoulas Street  
NEW ORLEANS, LOUISIANA  
Territory: Louisiana and Mississippi

### HART POSKA COMPANY

1020 4th Avenue, South  
SEATTLE, WASHINGTON  
Territory: Washington, Oregon and Idaho

### C. RAY FRANKLIN CO.

416 Delaware Street  
KANSAS CITY, MO.  
Territory: Kans., Neb., Iowa, W. Missouri

### H. L. BLACKWELL COMPANY

P. O. Box 3040—Sta. "A"  
EL PASO, TEXAS  
Territory: Texas, New Mexico and Arizona

## Cobee Brand

### HARD FATS FOR SUMMER USE

Scientific hard coconut butters with a high melting point range. Dry . . . sharp in break . . . neutral flavor . . . smooth . . . workable.



If you want to benefit the appearance, keeping qualities and high speed production of your candies in hot weather, write for specifications, samples, etc.

**For Coatings — Fillings — Centers**

**WECOLINE** Products, Inc. **BOONTON, N. J.**  
Sales Offices: NEW YORK . . . CHICAGO . . . BOSTON

parts in a program of sound management. Show me an operator who employs the best ideas in advertising, merchandising, accounting and production methods and I will promise you that he is up to date in his plant and equipment.

The average wholesale sales value of bread is \$6.35 per 100 lbs. The average manufacturing cost is \$4.16, average selling cost \$1.96 and the average profit is 23c per 100 lbs. These are average figures from the operating results of some 200 bread plants. That's a pretty low average profit—about 4% on sales. But some of the plants with well rounded out, sound, balanced managements, make profits of 70c to \$1.45 per 100 lbs. of baked bread, that is 10 to 20% on sales. And, you may be assured, those profitable plants are soundly modernized.

In a baking plant, the oven is the key piece of equipment. It has a definite capacity in pounds of baked bread per hour, the mechanical ovens in use in most wholesale plants range in capacity from 1,000 to 6,000 lbs. per hour. Ten or twelve years ago these ovens were available in gas fired equipment only. And the fuel costs ranged from 5½ to 10c per 100 lbs. Today, due to the great developmental work done by manufacturers, other fuels may be used, oil or coal, and the baker by modernizing his key equipment—ovens, may reduce his fuel costs to 2 to 4c per 100 lbs.—a saving of 3½ to 6c per 100 lbs. If he bakes 200,000 lbs. per week, this saving varies from \$70.00 to \$120.00 per week. And this saving goes far toward amortizing the investment in new oven equipment. The item of costs which we will call Direct Shop Labor, namely, bakers' labor, averages about 52c per 100 lbs. Here again the type and capacity of oven equipment plays a big part. It is not unusual for the modernizing of oven equipment to have saved as much as 20c per 100 lbs. in labor savings. And, in this specimen plant producing 200,000 lbs per week, this item represents a saving of \$400.00 per week—a return of 25% on about \$80,000.00. And so on through all steps of the baking process.

A properly designed and constructed air conditioning system in a fermentation room in a baking plant will reduce the evaporation loss by ¼ to 1% and save its cost in two years. And at the same time it will have stabilized the fermentation period and have improved the quality of the finished product. An air conditioned bread cooling system will reduce the cooling loss by approximately ¼ ounce per pound loaf and save its cost in 1½ years. And at the same time it will have stabilized the cooling interval and the finished condition of the loaf will be the same regardless of climatic conditions.

The dough divider in a baking plant cuts off the dough pieces of the proper weight for loaves of bread. This machine vitally affects the costs in many plants. If it is badly worn, inaccuracies in the scaling of dough may cost the baker hundreds of dollars per month. The slicing of bread has been a development of the last ten years. In the past year or so, the band saw type of slicing machine has been improved to the point where it is sound. It does a better job of slicing than a reciprocal type of machine.

I think I have listened at one time or another to all of the multitudinous reasons which some of these operators advance for not modernizing. In the past five years, these reasons pretty much boil down to just two, as follows:

1. "I haven't the money." I find, however, that a lot of the men who advance this reason do have very good accounting systems. Their monthly and yearly statements show that a legitimate amount of their earnings is set aside in a fund called "Depreciation Reserve" and it would seem to a man up a tree, that that money should be there for legitimate consistent modernization. But the money has been diverted to other purposes.
2. Most of the other reasons against modernization, advanced at least in the last five or six years, are covered by this statement "I just don't feel like spending this money until I know what is going to happen down at Washington." It is my measured judgment that the men who have held back on modernizing because of things which have happened, or were about to happen, or which might happen because of what Washington did or did not do, would be a very great deal better off if they would keep their sights adjusted on the best possible conduct of their own businesses and therefore allow consistent, legitimate modernization to follow as a simple matter of good sound constructive management procedure. In your business, or in any manufacturing business, it is wise to make a clinical survey of plant, equipment and facilities at regular intervals to bring out the facts bearing on savings to be made through wise expenditures.

# CONSUMERS' BUYING HABITS

By **L. B. STEELE\***

Assistant Director of Sales, "Cellophane" Division,  
E. I. duPont de Nemours & Co., Inc.

**I**N DISCUSSING consumer buying habits on candy products, we place the consumer first and candy second. Why? Because of a condition that we find existing in many places throughout industry today where there is a tendency for many manufacturers to put their product first and the consumer last. So if this situation were to be pictured as a wheel, the consumer would be the hub and all details of a well-organized distribution and promotion program would be spokes touching that hub. In the problem of your industry of finding ways and means to sell more candy to more people, perhaps there will be some helpful information developed by this study of how people buy candy and why.



L. B. Steele

In discussing the proposed survey it was pointed out that we did not expect to be able to present any data that would be revolutionary. Most of the ground covered by this investigation has been covered before, and as a result of these past surveys, certain findings arrived at by individual manufacturers or groups of manufacturers. The question is, How do these findings of a year ago, two years ago, five years ago, apply today—1939? Have they changed to any extent? And if so, in what direction?

This situation might be visualized as that of the pilot of a great liner who, having charted his direction, must not fail to constantly check back to his compass to see if the ship is still on the course. Where direction is changed due to the influence of outside elements, it is a simple matter to make the necessary twists of the wheel to get back on the course again.

In a similar fashion, data developed by periodic consumer surveys can be helpful to a manufacturer in checking his present sales direction and plotting the proper sales course for the immediate future. The survey was divided into two parts: (1.) A group of housewives who were asked about the candy-buying and eating habits of their families, and (2.) A group of office workers, male and female. Every attempt has been made to secure a cross-section of income groups and types of people. Special attention was given the office group because of the apparent frequency of opportunity to buy candy to which this group is subjected.

These survey data were obtained in localities in three Eastern States, and there is no claim that the results would be duplicated exactly in communities in other parts of the country. It is thought, however, that the reactions are sufficiently typical to stimulate the interest

of individual candy manufacturers in further investigations in localities in which their own products are sold.

One interesting viewpoint can be taken toward the data from this or any other survey. Every one undoubtedly will have an opinion regarding each point covered on the survey. If the survey data conforms with your opinion, then it gives you confidence that your present state of mind on this subject is approximately correct; if, on the other hand, the survey data differs from your opinion, this signals to you a warning not to go too far with any plans on which your opinion might be a premise without further checking.

Now let us consider the various questions developed in the investigation. The first question asked housewives: "How often is candy bought by members of your family?" The answers recorded were: Regularly, 20%; Occasionally, 66%; Not at all, 11.5%; and Indefinite, 2.5%. This indicates the rather encouraging figure that 86% of all the housewives are candy purchasers at one time or another. At the same time it shows the potential still existing due to the fact that only one-fifth of all of these women are regular buyers.

Some supplementary information of interest lies in the comment made by the housewives concerning the

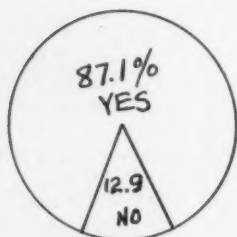
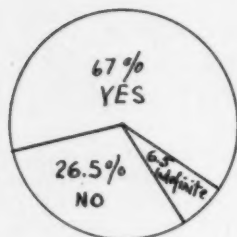
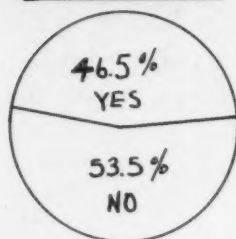
	HOUSEWIVES	OFFICE WORKERS
Box Candy	82.6	57.1
Bars (choc.)	20.9	63.5
Bars (other)	18.0	21.1
Hard Candy	32.0	14.7
Toffee-Caramels	18.6	27.2
Kisses	10.5	6.7
Misc.	8.7	11.2

	HOUSEWIVES	OFFICE WORKERS
Confectionery	61.1	59.3
Stationery-Cigar	14.6	48.0
Drug	34.1	37.3
5 & 10¢	25.9	9.3
Grocery	34.4	9.1
Dept.	11.4	2.7
Misc.	1.61	

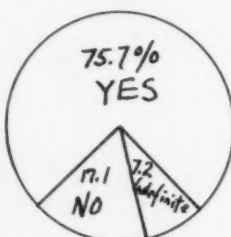
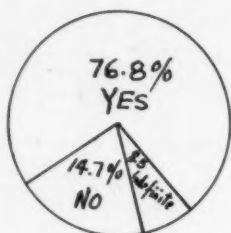
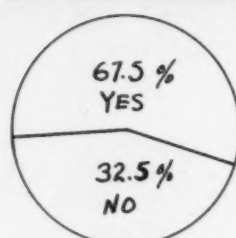
The Upper Graph Indicates Preference of Candies by Housewives and by Office Workers. In the Lower Graph the Type of Candy Outlet Frequented by the Two Groups Is Indicated

\*Address presented before the 56th Annual Convention of the National Confectioners Association, Palmer House, Chicago, May 22-24.

## HOUSEWIVES



## OFFICE WORKERS



In the Upper "Pie Chart" Is Shown the Frequency of Impulse Buying of Candy by the Housewife and Office Worker Groups. The Center Charts Show How the Two Groups Reacted to the Question, "Do You Prefer Candy To Be Packaged?" The Lower Charts Show That the Larger Percentage of Candy Buyers, Regardless of Class, Prefer to See Candy Before They Buy

candy buying by their children. Here 47.2% were stated to be regular candy buyers and 45.3% occasional buyers. Of course we can well remark at this point that so far as a certain percentage of children is concerned, there is many a candy purchase made that does not become known within the official circles of the home. When this question of buying frequency was checked among a typical group of office workers, the results were: Regular buyers, 11.5%; Occasional buyers, 82.3%; Not at all, 6.2%.

One important observation from these figures is the comparatively small group who do not eat candy. It would indicate the acceptance of the story your industry association has done and is doing,—that candy eaten in moderation is not injurious to health, as ill-informed propagandists have claimed. Perhaps you ask, "How often is occasional?... The average answer here is two or three times a week in the case of bars or small units; once or twice a month in the case of boxed goods.

Analyzing the small percentage of those who stated they do not buy candy at all, the chief reason for this attitude was: (1) Don't care for it. (2) On a diet. (3) Health. (4) Makes own.

The next question asked was, "At what time of day is candy usually eaten?" The results: In the evening, 45.3%; In the afternoon, 12.2%; After meals, 9.9%; After dinner, 3.5%; Any time, 22.1%; Miscellaneous, 7%. Referring to the children, as is to be expected,

"after school" occupied a prominent position while "evening" dropped to very low figure.

And what did the office workers say? Evening, 40.3%; after lunch, 30.1%; During the afternoon, 27.5%; After dinner, 25.9%; Morning, 6.4%; Miscellaneous, 11.5%. The fact that over one-quarter of this group regularly or occasionally eats candy in mid-afternoon undoubtedly reflects the appropriateness of much of the publicity of your Association and individual manufacturers in pointing out the "pick-up" value of candy at this period of the day.

The next question was, "What kind of candy is most popular with you?" The housewives said: Box candy, 82.6%; Hard candy 32%; Chocolate bars, 20.9%; Bars (others), 18%; Toffee and caramels, 18.6%; Kisses, 10.5%; Miscellaneous, 8.7%. In commenting on the children's preferences or at least the mothers' preferences for the children, hard candy had a slight lead with 55%, chocolate bars second with 53%, and other types of bars 38.8%.

With office workers, as can be expected, the preferences showed a change; Bars (chocolate), 63.5%; Box candy, 57.1%; Toffee and caramels, 27.2%; Bars (others), 21.1%; Hard candy, 14.7%; Kisses, 6.7%; Miscellaneous, 11.2%. With the exception of box candy which is purchased usually at the end of the day to be taken home, all of the other items were for immediate consumption.

Next the question was asked, "Do you usually buy the same kind of candy, or do you try different types?" The housewife answered: Different varieties, 54.6%; Same type usually, 45.4%.

Office workers, when asked this question, said: Different varieties, 53.1%; Same type usually, 46.9%.

Because a great many of our consumer investigations have developed the inherent desire for change with so many people, this question was explored further with the following results: Those who liked to try different types of candy gave the following reasons, in order: Likes variety; Want a change; Buy what they see that appeals; Like to try new kinds; Has no preference. People who showed a tendency to stick to the same type of candy usually had the following reasons: Only kind they like; Only brand they like; Want only the best; Had found it always good; Know the quality; Habit.

Some of these comments are most complimentary to the particular manufacturers involved, who over a course of years, have undoubtedly established a definite reputation in the minds and buying habits of these individuals, which in turn reflects itself in that desirable asset,—repeat purchases.

The next question was: "In what type of store do you usually buy candy?" The housewives told us: Confectionery stores, 61.1%; Grocery stores, 34.4%; Drug stores, 34.1%; 5c and 10c stores, 25.9%; Stationery, etc., 14.6%; Department stores, 11.4%. Of significant interest is the rather high rating of grocery stores with over one-third of the women buying candy occasionally in this type of outlet. This very definitely confirms some of the findings of an earlier survey made by our organization a few months ago, in which the apparent non-developed potential of the grocery type of outlet was strikingly demonstrated. Any candy manufacturer or distributor who has not as yet seen this food store survey should make a note to study it as soon as possible.

From the office workers we found they usually patronize these outlets: Retail confectionery, 59.5%; Cigar or stationery, 48%; Drug store, 37.3%; Grocery stores, 9.1%; 5c and 10c stores, 9.3%; Department stores, 2.7%. All of this is further evidence of the opportunity

buying of the average person so far as candy is concerned. The wisdom of a candy manufacturer's program in having his product featured prominently for maximum attention-attracting or reminding purposes is obvious. The conclusion: The larger number of times a person is exposed to a candy-buying possibility, the more likely is the candy urge to manifest itself.

To the question: "What prompts you to buy candy when you do?" the housewife comments: Hunger for sweets, 46.5%; To have in the house 17.8%; Parties 14.6%; To have for children 13.5%; For gifts 9.7%; For holidays 2.2%; Miscellaneous 4.3%. Worthy of comment is the tremendous acceptance of the "sweet tooth" among so many.

When it came to the office workers, the following were the reasons: Hunger 65.6%; Gift 38.7%; See it on display 21.6%; To have on hand 1.6%; For children 1.3%. The emphasis of the food value of candy is certainly in order in the face of this response.

To the question, "Do you ever buy candy on the spur of the moment?" the housewives replied: Yes, 46.5%; No or indefinite, 53.5%. Once again the tremendous importance of impulse buying is demonstrated by the reaction secured to this question. As a matter of fact, in every investigation we have conducted on impulse buying of food, candy has always been in the front rank as one of the biggest impulse sellers. Office workers are impulse buyers, too, as demonstrated by their response: Yes, 67.5%; No or indefinite, 32.5%. Passing candy stands to and from work, at the noon hour, etc., proves too much temptation to resist. Impulse sales win again!

To the question, "Why do you buy on impulse?" the leading answers were: See something that appeals; See an attractive display; See the kind they like; See a reminder for gifts; See a new kind displayed. These answers, which vary, of course, according to the type of expression of the person involved, we see predominant the word "see." If one is inclined to make a pun on this, it emphasized the desirability of the candy manufacturer doing everything possible to make certain he has enough "see" in his C-A-N-D-Y.

To the question, "Do you prefer the candy you buy to be packaged?" the housewives responded: Yes, 67%; No, 26.5%. The group of office workers answered: Yes, 76.8%; No, 14.7%; Indefinite, 8.5%. On further checking the replies, it was found that a great number of the people who were satisfied to buy candy in other than packaged form were in the habit of buying it at the retail candy store where it is made, or believed to be made, right on the premises. Their attitude on this point was somewhat different with purchases made in other types of outlets.

"Why do you want candy to be packaged?" The housewife said: More sanitary 64.5%; Candy fresher, 8.9%; Candy unhandled, 8.1%; More attractive, 4.8%; More convenient, 4%; Candy is better quality, 1.6%; Nicer for gift purposes, .8%; Miscellaneous, 7.3%. When office workers responded on this question, this was the result: More sanitary, 67.0%; Fresher, 12.8%; More attractive, 9.7%; More convenient, 10.4%; Better quality, 2.8%; Miscellaneous, 12.5%.

This is further indication of the increasing sanitation consciousness on the part of the buying public. The dangers of contamination of foodstuffs that are eaten without further cooking are being constantly stimulated through the educational activities of Federal, State and municipal health departments, school systems, etc. It constitutes a trend that cannot be ignored by any food manufacturer, including the candy maker.

## CELLOPHANE USERS

... WHO ARE HAND WRAPPING

*Investigate  
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**PETERS  
CELLOPHANE  
SHEETING  
AND  
STACKING  
MACHINE**

*and save  
10-25 %  
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Purchase your cellophane in rolls and cut to desired size sheets from 3" to 24" wide x 3' to 28' long on this fully automatic machine.

When Stacker Table is filled, machine automatically stops. No operator is required. Machine is portable, operates from electric light socket and requires floor space of only 3' x 4'. Slitter, Counter and Electric Eye Attachment furnished if desired.

Ask us to send you complete information. It will be a pleasure to do so promptly without obligation.

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4700 Ravenswood Ave.

Chicago, Ill.

## IDEAL WRAPPING MACHINES

### FAST-EFFICIENT-RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS  
AND PRICES

### IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

**CANDY IS DELICIOUS FOOD**  
ENJOY SOME EVERY DAY

# CANDY STICKS



ALL SIZES

*Blunt or  
Pointed*

EVERY ONE the exact duplicate of the other—perfect uniformity of size and smoothness—square cut ends, free from burrs.

**SUPERIOR CANDY STICKS** are made from the highest quality white birch, turned by master craftsmen in our own factories. Their amazing uniformity makes them ideal for use on your high-speed automatic pop machines.

**WRITE NOW** for a generous batch of samples—in any size!



**SUPERIOR DOWEL CO.**

434 WASHINGTON STREET  
NEW YORK CITY

Those who voted for unpackaged candy to a great extent referred to boxed goods, and the following reasons predominated: 1. Likes to see what is bought; 2. Likes to make own selection; 3. Fresher if unpackaged. A comment on the latter reason would probably be that this could be traced back to some past purchase of candy that had remained too long in the dealer's store. This justifies the control that many manufacturers try to exercise to make certain their goods "keep moving," particularly in slow turnover spots.

To the question, "Do you like to see the candy before you buy it?" from the housewives came the answers: Yes, 87.1%; No or indefinite, 12.9%. On the same question office workers commented: Yes, 75.5%; No, 17.1%, Indefinite 7.2%. Once again the famous "curiosity complex" shows its existence in this rather universal desire to see candy before buying if possible. It is interesting to note that observations of packaging organizations operating in other countries throughout the world find a similar desire to see on the part of the candy buying public elsewhere. One is prompted to conclude, therefore, that regardless of the spoken language of the people, the language of the eye is universal.

The next question asked was, "Do you ever give candy as a gift?" and the housewives said: Yes, 68.1%; No, 31.9%. Office workers proved to be even more favorable. The results: Yes 79.9%; No 20.1%. "If so, when?" was the next question. The housewives replied: Christmas, 47.6%; Mother's Day, 25.4%; Easter, 19.8%; Birthdays, 19.0%; Holidays, 14.3%; Special occasions, 17.9%; Visiting, 9.5%; Miscellaneous, 3.2%. The office workers showed a slight variation, particularly in the case of Christmas. Birthdays, 24.5%; Holidays, 21.5%; Christmas, 19.2%; Weekend visits, 16.9%;

Mother's Day, 14.6%; Anniversaries, 9.3%; Easter, 8.9%; Miscellaneous, 11.9%.

From this one should conclude that candy continues to have an established place as a proper gift. The value of constant reminder suggestions of candy for holidays throughout the year, as well as the variable birthdays and other anniversaries, seems to be very appropriate.

To check the extend of the current National Confectioners' Association publicity program, we asked the question, "Have you ever heard the slogan, 'Candy is Delicious Food'?" The housewives answered: "Yes, 22.7%; No, 77.3%." The response of office workers was slightly higher; Yes 25.9%; No 74.1%. When asked where they had heard this slogan, the following were listed: Radios, Subway Cars, Candy wrappers, Advertisements, Store signs, Doctors, and School teachers.

The fact that over one-quarter of the public responded in this fashion is very encouraging and a compliment to the effective and constant efforts of the NCA Merchandising Advertising Committee.

## SUMMARY

1. There is a splendid opportunity to stimulate more frequent purchases among the large group of so-called occasional candy buyers.

2. Impulse buying is so important a factor in the sale of candy that all attention possible should be given by candy manufacturers and dealers to displays and packages that will attract the attention of the passerby—the first step in an impulse sale.

3. The desire for variety is so pronounced with many people that there is apparent opportunity for assortments of different kinds of candy to satisfy this desire.

4. The increasing interest in sanitation demands constant study by the candy manufacturers and dealer to make certain the candy they offer reflects proper standards of cleanliness in manufacture and handling.

5. The universal appeal of candy is an ideal answer to many gift problems provides a splendid opportunity to feature this point prominently in all advertising displays and packages.

## WOOD STICK COMBINE ORDERED DISSOLVED

The federal government early in June "cracked down" on the so-called "candy stick monopoly." A government suit, prosecuted under the Sherman Anti-Trust Act, ended when six firms manufacturing 70 per cent of the \$5,000,000 a year candy stick business agreed to dissolve the Imperial Wood Stick Co., Inc. Only six firms were actually named in the suit, but actually the combination consisted of 14 companies, according to James A. McGowan of the Superior Dowel Co., New York, one of the plaintiffs. The defendants agreed to a perpetual injunction against acting together to fix prices, control production, or interfere with free competition in wood sticks. Important to hard candy manufacturers is the fact that the dissolution makes it no longer necessary for them to commit themselves to any contract for sticks, as the dissolution of the combine has again created a free and open market.

The patent suit brought against the Davis Candy Co., Akron, Ohio, by the Parker-Meyer-Dennis Co. (now SAF-T-POP Corp.) of Dubuque, Iowa, covering a rubber sucker stick, was declared invalid by Judge Paul Jones of the U. S. Federal Court in Cleveland, and plaintiff's petition for an injunction to stop Davis from making the device was denied.



## THE INDUSTRY'S CANDY CLINIC

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

### GUMS, JELLIES, MARSHMALLOWS

#### CODE 7A39

**Assorted Chocolates—1 lb.**  
—no price given

(Sent in for Analysis No. 4361)

**Appearance of Package:** Good.

**Box:** One layer, white printed in black. Red grass ribbon cellulose wrapper.

**Appearance of Box on Opening:** Bad. Candy was ruined by the heat; could not examine, as all pieces had run together.

Suggest another box be sent in and we will gladly give a complete analysis.

#### CODE 7B39

**Assorted Jellies—½ lb.—15c**

(Purchased in a Railroad Station, Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** One layer, white seashore scene, printed in red, blue and yellow, cellulose wrapper.

**Appearance of Box on Opening:** Good.

Jellies were made in round whirls

**Colors:** Good.

**Texture:** Good.

**Sanding:** Good.

**Flavors:** Fair.

**Remarks:** Candy makes a good appearance and eats good; but the flavors are not up to standard. Suggest that good oil flavors be used in sufficient amounts to give jellies a good flavor.

#### CODE 7C39

**Assorted Mints—4½ ozs.—10c**

(Purchased in a Confectionery Store, Boston, Mass.)

**Appearance of Package:** Good. Printed

tray open face, five sections, cellulose wrapper, neat and attractive.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Peppermint and Wintergreen: Good. Lime, Lemon and Orange: Lacked flavor.

**Remarks:** Mints are well made and packaging is very good. Suggest the flavors in the Lime, Lemon and Orange pieces be flavored again as strong. This type of candy needs a good strong flavor to make it good eating.

#### CODE 7D39

**Spiced Strings—6 ozs.—10c**

(Purchased at a candy stand, Boston, Mass.)

**Appearance of Package:** Good. Open face printed tray, printed cellulose wrapper.

**Size:** Good.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Sanding:** Good.

**Remarks:** A good looking 10c package of strings, well made and flavors were exceptionally good for this priced candy. The best spiced strings that the Clinic has examined this year.

#### CODE 7E39

**Milk Chocolate Coated Marshmallows—1 lb.—69c—Sold in bulk**

(Purchased in Department Store, N. Y. C.)

**Coating:** Milk.

**Color:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

#### Center Marshmallow:

**Color:** Good.

**Texture:** A trifle tough.

**Flavor:** Good.

**Remarks:** This piece is over priced at 69c the pound. The center could be improved as the marshmallow is too tough. Suggest marshmallow formula be checked up.

#### CODE 7F39

**Raspberry Patties—1 lb.—29c**  
—sold in bulk

(Purchased in a Candy Store, N.Y.C.)

**Appearance of Patties:** Fair.

**Color:** Good.

**Texture:** Good.

**Crystallizing:** Fair, too many blisters.

**Flavor:** Fair.

**Remarks:** Suggest a better grade of flavor be used, also crystalizing be checked up.

#### CODE 7G39

**Miniature Marshmallows**  
—12 ozs.—29c

(Purchased in a Department Store, N. Y. C.)

**Appearance of Package:** Good. Cellulose bag, cardboard bottom tied on top with red grass ribbon, printed label inside of bag.

**Color of Marshmallow:** Fair.

**Texture:** Too short.

**Flavor:** Fair.

**Remarks:** Marshmallows were off color and they were almost grained. Flavor was not strong enough. Marshmallows were not up to standard and are over priced at 29c for 12 ounces.

# CANDY CLINIC SCHEDULE FOR 1939

The monthly schedule of the Candy Clinic is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

**JANUARY**—Holiday Packages; Hard Candies

**FEBRUARY**—Salted Nuts; Chewy Candies; Caramels

**MARCH**—Assorted One-Pound Boxes of Chocolates

**MAY**—Easter Candies and Packages; Molded Goods

**JULY**—Gums and Jellies; Marshmallows

**AUGUST**—Summer Candies and Packages; Fudge

**SEPTEMBER**—Bar Goods of all types

**OCTOBER**—Home Made: 5c-10c-15-25c Packages Different Kinds of Candies

**NOVEMBER**—Cordial Cherries; Panned Goods; 1c Pieces

**DECEMBER**—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

## CODE 7H39

**Assorted Jellies— $\frac{1}{2}$  lb.—25c**  
—Sold in bulk

(Purchased in a Candy Shop,  
San Francisco, Calif.)

Colors: Good.  
Texture: Good.  
Sanding: Good.  
Flavors: Good.

Remarks: Candy is well made and good eating, but high priced at 25c for a  $\frac{1}{2}$  lb. We have examined jellies as good as these that retail for 29c the pound.

## CODE 7I39

**Assorted Gum Squares**  
—1 lb.—39c—Sold in bulk

(Purchased in a Department Store,  
N. Y. C.)

Appearance of Gums: Good.  
Colors: Good.  
Texture: Good.  
Sanding: Good.  
Flavors: Good.

Remarks: A well made and good eating gum square. Cheaply priced at 39c the pound. One of the best gum pieces that the Clinic has examined this year.

## CODE 7J39

**Crystallized Marshmallows**  
1 lb.—59c—Sold in bulk

(Purchased in a Department Store,  
N. Y. C.)

Appearance of Marshmallow: Fair.  
Colors: Good.  
Texture: Good.  
Crystal: Very thick.

Flavors: Fair.

Remarks: Centers were good but the thick crystal spoiled the eating qualities. Flavors were very weak, suggest again as much flavor be used and a thin crystal. Overpriced at 59c the pound.

## CODE 7K39

**Assorted Licorice—2 $\frac{1}{2}$  ozs.—10c**

(Purchased in a Chain Retail Candy  
Store, San Francisco, Calif.)

Appearance of Package: Good. Plain  
cellulose bag, gold seal.  
Size: Small for a 10c seller.

Contents: Licorice Gums.

Color: Good.  
Texture: Good.  
Flavor: Good.

Hard Licorice Gum

Texture: Good.  
Flavor: Good.  
Color: Good.

White panned piece

Panning: Good:

Center: Texture: Good.

Flavor: Good.

Remarks: Package would be a good seller at 5c for two ounces but is high priced at 10c for 2 $\frac{1}{2}$  ozs. This type of candy is always a good Summer number. Suggest a 5c package be put out with less candy.

## CODE 7L39

**Marshmallows—4 ozs.—5c**

(Purchased in a Chain Store,  
San Francisco, Calif.)

Appearance of Package: Good. Purple  
printed folding box, cellulose wrapper.

Size: Good.

Appearance of Box on Opening: Good.

Marshmallows: Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is the best box of marshmallows at this price that the Clinic has examined this year. Very little profit can be realized by the manufacturer at this price.

## CODE 7M39

**Assorted Miniature Gum Drops**  
—1 lb.—25c

(Purchased in a Railroad Station,  
Chicago, Ill.)

Appearance of Package: Good.

Box: Two layer, blue, printed in red  
and blue, cellulose wrapper.

Appearance of Box on Opening: Good.

Colors: Good.

Texture: Good.

Sanding: Good.

Flavors: Good.

Assortment: Good.

Remarks: This is the best box of small gums that the Clinic has examined this year. Gums are well made and good eating, should be a good seller at 25c the pound.

## CODE 7N39

**Sugar Gums—1 lb.—29c**

(Purchased in a Drug Store,  
Boston, Mass.)

Appearance of Package: Good. One  
layer, printed tray, cellulose wrapper.

Colors: Good.

Texture: Good.

Flavors: Good.

Crystal: Good.

Remarks: A neat and attractive Summer number, well made and good eating.

## CODE 7O39

**Toasted Marshmallows**  
—1 lb.—20c

(Purchased in a Retail Store,  
Boston, Mass.)

Appearance of Package: Good. Open  
face tray.

Coconut Toasting: Good.

Taste: Good.

Center:

Texture: Fair.

Flavor: Good.

Remarks: Marshmallows were dry and short. Suggest Marshmallow formula be checked up to improve texture.

## CODE 7P39

**Orange Slices—2 $\frac{1}{2}$  ozs.—5c**

(Purchased in a Railroad station,  
Chicago, Ill.)

Appearance of Package: Good. Printed  
cellulose bag.

Size: Good.

Color: Good.

Texture: Good.

Sanding: Good.

Flavor: Good.

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Remarks: The best orange slice package of its kind that the Clinic has examined this year.

#### CODE 7Q39

##### Assorted Jellies—1 lb. 45c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good. One layer white box, printed in green, tied with a green ribbon & bow.

Appearance of Box on Opening: Good. Contents:

##### Assorted jelly Squares:

Colors: Good.

Texture: Good.

Flavors: Good.

Crystal: Good.

##### Orange Slices:

Color: Good.

Texture: Good.

Flavor: Good.

##### Jelly Rings:

Colors: Good.

Texture: Good.

Flavors: Good.

##### Jelly Drops:

Colors: Good.

Texture: Good.

Flavors: Good.

##### Strawberries:

Shape: Good.

Color: Good.

Texture: Good.

Flavor: Good.

##### Jelly Pineapple Wedges:

Shape: Good.

Texture: Good.

Flavor: Good.

Remarks: Box made a very fine appearance on opening—attractive looking and good eating jellies. This should be a good selling Summer number.

#### CODE 7R39

##### Assorted Summer Candies 1 lb.—50c

(Purchased in a railroad station, Chicago, Ill.)

Appearance of Package: Good.

Box: One layer blue & white, cellulose wrapper.

Appearance of Box on Opening: Fair.

Contents:

Orange Slice: Good.

Sugared Hard Candy Wafers: Good.

Chocolate Whirls Caramel Roll:

Good.

Assorted Crystallized Creams: Good.

Orange Jelly Marshmallow Square:

Good.

Coconut Jelly Squares: Good.

Vanilla Whirl Caramel Roll: Good.

Vanilla Nougat Caramel, wax wrapper: Good.

Spiced Operas: Good.

Licorice Drops: Good.

Jordan Almonds: Fair.

Lemon Hard Candy Balls—cellophane wrapper: Good.

Gum Squares, foil wrappers: Good.

Hard Candy Butterscotch Squares: Good:

Jelly Ring: Good.

Panned Gums: Good.

Panned Licorice: Good.

Panned Sugar Peppermints: Good.

Assortment: Good.

Remarks: Suggest a better divider be used as candy was all mixed when received and box was empty on one end.

Assortment is the largest that the

Clinic has ever seen in a box of this kind. Candy was well made and good eating. Jordan Almonds were coated too thick.

#### CODE 5CC39

##### Coconut Paste Bar Chocolate Coated

(No price given)

(Sent in for Analysis No. 4353)

Appearance of Bar: Cheap Looking.

Coating: Light, very greasy and too thin. Had an off taste.

Center: Coconut paste, Rancid.

Remarks: The center of this bar was so rancid it could not be eaten. Suggest that formula be changed. Bar would sell for 2c in the U. S. A.

#### CODE 5DD39

##### China Gum

(No price given)

(Sent in for Analysis No. 4354)

Appearance of Package: Poor for a 1c seller. 4 pieces of gum wrapped in wax paper, wrapper in foil and paper. Outside band printed in bright colors.

Piece is made, no doubt, from wax, sugar and corn syrup.

Texture: Poor.

Flavor: Very cheap.

Remarks: Far better gum is sold in the U. S. A. at 1c. Suggest a better formula be used, also better raw materials.

#### CODE 5EE39

##### Bitter Chocolate Bar

(No price given)

(Sent in for Analysis No. 4355)

Appearance of Bar: Good. Inside foil wrapper, outside paper wrapper printed like a plaid, name in gold & blue.

Chocolate:

Color: Good.

Texture: Good.

Gloss: Good.

Moulding: Good.

Taste: Good.

Remarks: Chocolate is well made and is of good quality. Had a good chocolate taste. Bar would sell in the U. S. A. at 5c.

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